

Wells Fargo Using Broadband Pipe to Win Customer Loyalty with Online Backup

Banking giant Wells Fargo recently announced the national launch of an online backup service called *vSafeSM*. They know that the vast majority of consumers and small businesses do not YET backup their data and that most ISPs are not offering online backup to their residential and small business customers. Like with ISPs, the banking industry faces fierce competition and Wells Fargo saw the opportunity to offer a product that:

- ✓ GENERATES CUSTOMER LOYALTY AND STICKINESS
- ✓ IS A MARKETPLACE DIFFERENTIATOR
- ✓ GENERATES INCREASED CASH FLOW
- ✓ NEEDS NO CAPITAL INVESTMENT

Take back your pipe!

During the past year, OLBEX Solutions has been talking with you about **Carbonite**, the award-winning, highly praised online backup product that combines state-of-the-art technology with amazing ease of use. The Wells Fargo product is really expensive and doesn't offer a plan for those needing more than 6 GB of backup space; which is curious, since the average consumer backup is 12 GBs. **Carbonite** offers a low, flat rate for unlimited backup.

		
1 GB / month	\$4.95	Free
6 GB / month	\$14.95	\$4.95
10 GB / month	Not Available	\$4.95
50+ GB / month	Not Available	\$4.95

As ISPs look for new ways to create marketplace differentiation, generate increased cash flow, and maintain customer loyalty and stickiness in the face of growing competition, *online backup deserves a serious look and Carbonite is THE PRODUCT to consider. Why?*

- **Carbonite** is turnkey and can be ready to launch within a few weeks.
- **Carbonite** can handle billing, renewal marketing, and Tier 2 customer service.
- **Carbonite** has customizable marketing materials for you to promote the product.
- **Carbonite** hosts all the data and manages the restore/recovery process.
- **Carbonite** can offer up to 2 GB of data backup FREE to every HSI subscriber you have.
- The ISP does better managing churn.
- The ISP offers its customers a marketplace differentiator.
- The ISP cashes a monthly check.
- Do all of this with no fees or capital expenditures.

What are you waiting for? Let OLBEX Solutions talk to you about why you need to be in this business, and join the many other ISPs that offer **Carbonite** to their residential and small business customers. Contact Ralph Valente at 917-338-2042 or visit our website at www.olbex.com.