

MUSOU FROM FSAS TECHNOLOGIES

One-page sales overview | Beyond Expectations across the technology lifecycle

THE 20-SECOND STORY

Musou is an Fsas Technologies service proposition designed to add protection, confidence and value throughout the technology lifecycle. It combines enhanced five-year support for qualifying infrastructure with migration consultancy, annual health checks and customer success engagement.

WHAT IT IS	WHAT IT DOES
Enhanced lifecycle support	Adds five years of 24x7 onsite support to qualifying PRIMERGY servers and ETERNUS EP300i storage.
Migration support	Provides up to five consultancy days or support for up to 10% of the customer data environment, whichever comes first.
Customer success programme	Uses annual IT Health Checks and Customer Success Meetings to identify risks and keep outcomes aligned.

Who will it help?

CUSTOMER	WHY IT MATTERS
Business-critical infrastructure customer	Needs stronger uptime protection and access to round-the-clock support.
Refresh or replacement customer	Wants budget certainty and a lower-risk route to new infrastructure.
Migration-led opportunity	Needs expert support to reduce disruption and accelerate deployment.
Customer with a long lifecycle	Values annual assurance, continued optimisation and parts availability.
Partner seller	Needs a clear competitive differentiator and stronger reason to choose Fsas.

BEST NEXT STEP

Confirm customer eligibility, the qualifying platform, migration scope and environment size. Then select the correct service code and include it in the customer quote.

BATTLE CARD 1: DISCOVER & QUALIFY

Find the service need behind the infrastructure opportunity

Target-account signals

- PRIMERGY server or ETERNUS EP300i storage refresh is being considered.
- The customer operates business-critical infrastructure and needs stronger support cover.
- Migration risk or lack of internal resource is delaying a purchase.
- Budget certainty and lifecycle protection are important decision criteria.
- The customer needs annual assurance after implementation.
- A competitor is being considered and the proposal needs a clear value differentiator.

High-value discovery questions

COMMERCIAL	SERVICE & TECHNICAL
What is driving the infrastructure decision now?	Which qualifying PRIMERGY or ETERNUS EP300i solution is being proposed?
What would disruption or downtime cost the organisation?	What service level and response expectations apply?
Is migration risk slowing the decision?	What proportion of the data environment is in scope?
How important is five-year budget certainty?	How many devices should the annual Health Check cover?
Who owns the purchase and service decision?	What registration and activation actions will be required after delivery?
QUALIFY THE OPPORTUNITY WHEN There is a qualifying infrastructure opportunity, a clear service or migration need, an identified customer environment, and an agreed owner for quote, registration and follow-up.	

BATTLE CARD 2: POSITION THE VALUE

Translate the Musou offer into customer outcomes

CUSTOMER CHALLENGE	MUSOU RESPONSE	SALES MESSAGE
Uptime risk	Five years of 24x7 onsite support with a four-hour target response.	Protect business-critical infrastructure with enhanced support from day one.
Unplanned service cost	The qualifying five-year service upgrade is included at no additional charge.	Improve budget certainty while strengthening the infrastructure proposal.
Migration concern	Expert migration support is included within the programme limits.	Reduce a major barrier to purchase and support faster time to value.
Long-term performance	Annual IT Health Checks identify risks and support continued optimisation.	Keep the environment aligned, healthy and delivering value.
Outcome drift	Customer Success Meetings align results to business priorities.	Maintain a value conversation beyond implementation.
Data handling concern	Hard Disk Retention is included as standard in the enhanced support offer.	Strengthen the support proposition for customers with data-control requirements.

30-second pitch

SAY THIS

“Musou means Beyond Expectations. It strengthens a qualifying Fsas Technologies infrastructure proposal with enhanced five-year support, migration expertise, and ongoing customer success services. That gives customers more protection at deployment, more confidence through the lifecycle and a clearer reason to choose Fsas.”

BATTLE CARD 3: HANDLE OBJECTIONS

Stay precise on eligibility, scope and activation

OBJECTION	RESPONSE	NEXT MOVE
“Is the five-year support really included?”	The enhanced support upgrade is quoted at £0 for qualifying PRIMERGY and ETERNUS EP300i solutions. Eligibility and service terms apply.	Confirm the qualifying configuration and matching service upgrade code.
“What does 24x7 support include?”	The offer states five years of onsite 24x7 hardware support, a four-hour target response, priority Advice Line access and Hard Disk Retention.	Validate the applicable service terms before quotation.
“Will FSAS migrate everything?”	The migration support covers up to 10% of the customer data environment or five consultancy days, whichever comes first.	Scope the environment and agree what can be delivered within the allowance.
“What happens after deployment?”	Annual IT Health Checks identify risks, while Customer Success Meetings keep outcomes aligned to priorities.	Select the Health Check code that matches the environment size.
“Is registration automatic?”	Registration is required after delivery to activate the full entitlement.	Assign an owner and capture the registration action in the opportunity notes.
“Can we add Enhanced Care?”	Migration consultancy and annual Health Checks can extend the customer outcome. Optional services are quoted separately where applicable.	Build the relevant services into the proposal and validate current terms.

DO NOT OVERPROMISE

Do not promise eligibility, response outcomes, migration coverage or service activation until the configuration, service code, programme limits and registration requirements have been validated.

BATTLE CARD 4: HOW THE OFFER WORKS

A simple service journey for partner sales conversations

1. IDENTIFY THE OPPORTUNITY

Start with a qualifying PRIMERGY server or ETERNUS EP300i storage proposal.

2. MATCH THE SERVICE

Select the relevant enhanced support, migration or Health Check solution code.

3. QUOTE THE OFFER

Add the matching code to the customer hardware quote. The qualifying support upgrade is quoted at £0.

4. REGISTER AFTER DELIVERY

Complete registration after delivery to activate the full service entitlement.

5. SUPPORT THE MIGRATION

Use the included consultancy allowance to reduce disruption and accelerate deployment.

6. PROTECT LONG-TERM VALUE

Use annual Health Checks and Customer Success Meetings to identify risks and maintain alignment.

Service codes

SERVICE	SOLUTION CODE
VM Migration Service - five-day consultancy pack	FSP:G-PM49600GBDDS
Annual Health Check - up to 25 devices	FSP:G-PA49400GBDDS
Annual Health Check - up to 100 devices	FSP:G-PA49500GBDDS

BATTLE CARD 5: CALL GUIDE & FOLLOW-UP

Turn Musou conversations into qualified next actions

PHONE / EMAIL OPENER

"We are helping customers strengthen new infrastructure investments with enhanced five-year support, migration expertise and ongoing health checks. Are support coverage, migration risk or long-term assurance important in your current refresh?"

Conversation flow

STAGE	WHAT TO CAPTURE
1. Trigger	Refresh, replacement, migration, service concern or competitive pressure.
2. Platform	Qualifying PRIMERGY server or ETERNUS EP300i storage configuration.
3. Risk	Downtime exposure, migration concern, internal skills or lifecycle risk.
4. Scope	Data environment percentage, consultancy effort and device count.
5. Service	Required support level, Health Check tier and success engagement.
6. Action	Confirm eligibility, add the correct code, quote and assign registration ownership.

Opportunity notes template

- Account and contact:
- Qualifying Fsas solution:
- Customer trigger and business risk:
- Migration scope and environment size:
- Required service and solution code:
- Decision-maker, timeline and quote owner:
- Registration owner and next action:

CLOSE

"The right next step is to confirm eligibility and scope with your Fsas Technologies contact, select the correct service code and add Musou to the customer proposal."

Offer timing and usage note

IMPORTANT

The Migration Customer Success Programme source states that the offer is valid until the end of December 2026. Eligibility and service terms apply. Registration is required after delivery. Validate all current commercial terms before external publication or quotation.