



KEEPING BUSINESSES UP AND RUNNING WHEN THEIR SYSTEMS ARE DOWN AND OUT.

How to Sell Disaster Recovery:
A Workload Playbook



Market | Audience | Value Prop | Use Cases | Competitive | Resources



CenturyLink[®]
Technology Solutions



Introduction

What this playbook is about

Downtime. In our 24/7 digital world, it's one of the biggest fears that organizations face. Having systems inoperative for even a few minutes can have devastating, long-lasting ripple effects on a customer's business.

Yet, even with this fear, many companies are not as prepared as they should be which is why there is still a growing market for disaster recovery solutions.

CenturyLink Technology Solutions provides comprehensive Disaster Recovery services to some of the world's leading global companies possessing the largest and most complex IT infrastructures. Our advantage: 55 state-of-the-art data centers worldwide, monitored and maintained by more than 1,200 employees. Connected by our secure Tier 1 network with built-in redundancy and 24/7 failover protection. From this global infrastructure footprint, we offer numerous compute and storage services ideal for deploying fault-tolerant,

disaster recovery-enabled architectures that help minimize the impact of unplanned events, keeping businesses operational.

In other words, CenturyLink is an undisputed leader in Disaster Recovery – and that gives you a distinct advantage when selling to your customers and prospects.

work•load [wurk-lohd] *noun*

1. the amount of work that a machine, employee, or group of employees can be or is expected to perform
2. an instance of an IT application and the "work" it does for an enterprise

What this playbook is about (Cont.)

In this Workload Playbook, you'll gain insights into what motivates these audiences, what they think, and what their Disaster Recovery needs are. We've also provided details on our specific offerings – services that will help your customers and prospects deploy a solution that by design is architected to keep applications and websites running at their best – even when the inevitable wild card variable emerges that threatens performance of their IT assets.

Disaster Recovery Workload

Hosted in a dedicated, non-virtualized environment or in the cloud, CenturyLink's Disaster Recovery capabilities provide organizations with comprehensive protection of their IT information. Our team can assess, design, provision, validate and perform ongoing audits of your customers' Disaster Recovery solution to help ensure continuous safeguarding of their systems and data.

Did you know?

IDC predicts the amount of data worldwide will reach 35 Zettabytes (35 trillion gigabytes) by 2020, making it harder for enterprises to manage data internally.

Source: International Data Corporation, The Digital Universe Study, 2009

A DISASTER RECOVERY STRATEGY
IS LIKE A RETIREMENT PLAN:

EVERYBODY

NEEDS ONE,

BUT NOT EVERYBODY

HAS ONE.





The Disaster Recovery market is getting bigger every day. And that means a lot of untapped potential for you.



What's a business to do if disaster strikes? This is the question that every IT department dreads – which is why more and more IT decision-makers are focusing on an effective Disaster Recovery (DR) solution for their organizations.

As more businesses rely on 24x7 uptime, the need to ensure business continuity through DR is a top priority for IT and Business Decision-Makers. This prioritization is with good reason: when it comes to the business impact of an outage, there is no shortage of headlines in the news of businesses that suffer an outage, and there is a lasting impact that can put an enterprise at risk.

Run a Google search on “website outage” and you will find a long list of enterprises that failed to consider a DR or business continuity plan.

No wonder 66% of Forrester survey respondents report DR to be a high or critical business priority (Source: Forrester 2013). Many will continue to use on-site or traditional hosted DR services and many will be using cloud-based DRaaS (Disaster Recovery-as-a-service) within the next five years. In fact, sales of cloud-based DR services are expected to increase by 23% by 2016. The opportunity is real and it's growing.

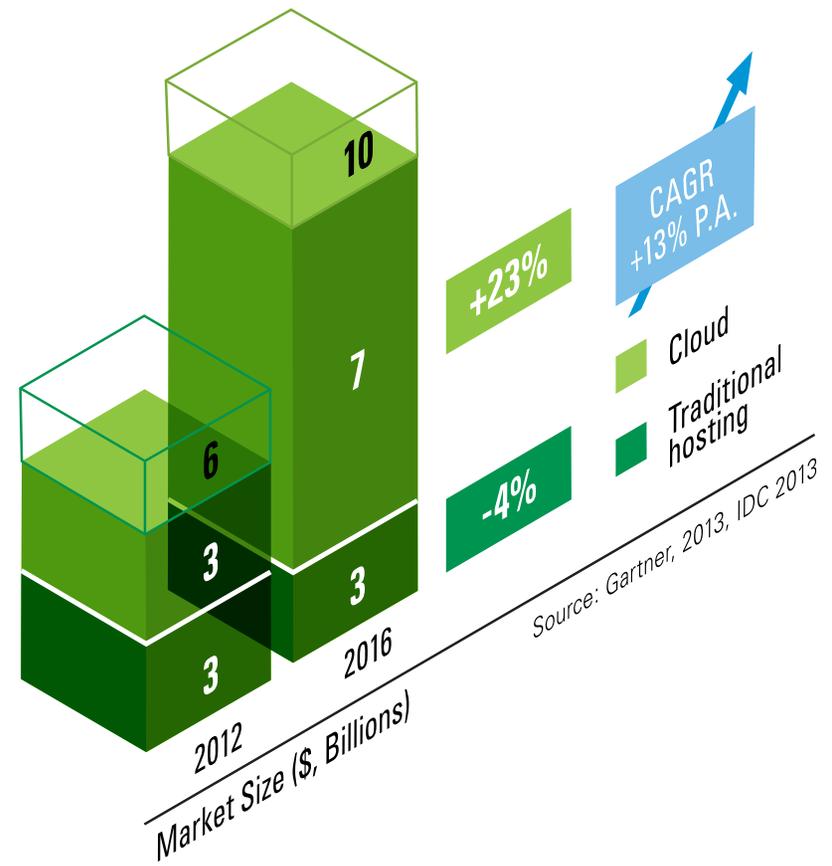
While traditional DR can be expensive and difficult to budget for, it offers robust protection – either at the server or data center layer. New cloud capabilities allow businesses to deploy a cost efficient solution, removing the need to provision a remote site, have physical and virtual infrastructure there and ensure dedicated high-speed data links are in place, as well as a redundant operating system and application licenses.

The Disaster Recovery market is getting bigger every day... (Cont.)

Operationally, you need to deploy and administer the system, handle complex integration and scheduling, and once it's established, scale incrementally when needed.

The good news? CenturyLink can deliver a broad spectrum of DR solutions from multi-data center designs to cost-effective cloud-enabled DRaaS. Our cloud offering, Data Gardens, is not just cost-effective, but proven, comprehensive and tailored to specific customer needs as well. The breadth of our capabilities creates a tremendous opportunity to greatly increase the size of the deals you're engaged in.

DR is industry-agnostic and segment-agnostic. Whether you're talking to an SMB in the media vertical or a Fortune 500 retailer, there is an opportunity to introduce DR. It's a great message to deliver to your existing and prospective customers who are looking to ensure their data and systems can be up and running in the face of an unforeseen event. What's more, it helps to create a stronger, more strategic relationship with clients.



DISASTER RECOVERY IS SERIOUS

BUSINESS.

AND IT REQUIRES SERIOUS

TECHNOLOGY.





Our audiences know the importance of protecting their IT assets. Not all of them know what to do next.

There is hardly an enterprise anywhere that does not rely in some way on information technology to drive its business forward – which is why DR is critical in the minds of not only technology decision-makers, but business decision-makers as well.

Just about every CIO sees the value in off-site data protection. The question in their minds is how to best implement it without blowing their budgets. The costs for conventional data center protection can be truly staggering. CEOs also understand the value, of course. The questions for them is, what kind of investment do they need to make to ensure they're protecting and preserving their investment – and what kind of value are they getting from that investment?

Here, we profile our two audiences for Disaster Recovery: Technology Decision-Makers and Business Decision-Makers. Each is serious about Disaster Recovery, for different reasons.

Did you know?

Gartner predicts that by 2014, more than 30% of midsize companies will have adopted DR in the cloud or recovery-as-a-service.

Source: NetworkWorld, September 2012



Anatomy of a Technology Decision-maker



“Downtime is non-negotiable. But if it happens, it needs to be fixed as fast as possible. Having a Disaster Recovery solution that we know we can rely on can make all the difference. The challenge is, even with limited resources, we still need to implement a solid failsafe strategy.”

VITAL STATISTICS

Title: CIO, Director of IT, IT Manager

Sector: All sectors apply. Retail, Consumer Packaged Goods, Financial Services, Media or Government, Web Development, Advertising Agencies

1_ WHAT HE THINKS

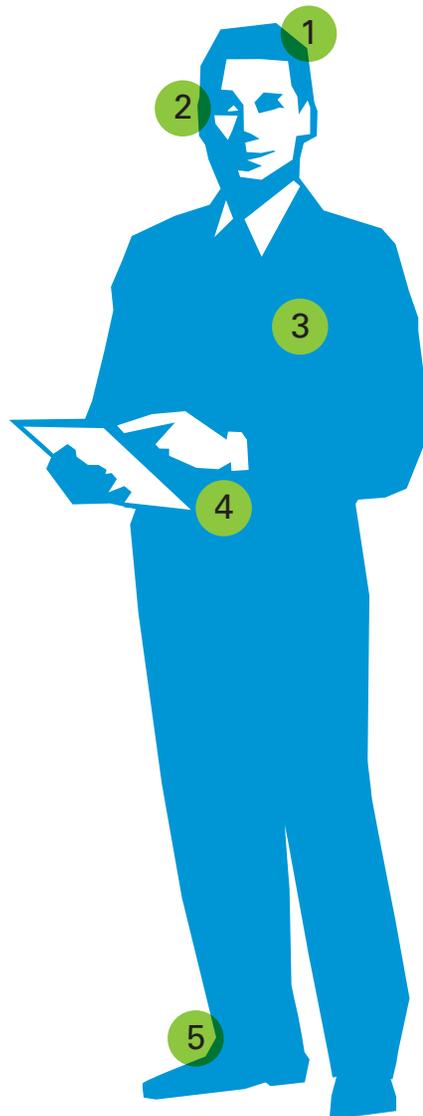
“We can’t think of an IT disaster in terms of ‘What if.’ We have to think of it in terms of ‘When.’ It’s just a matter of time.”

2_ WHAT HE’S LOOKING FOR

“A technology provider that can assess our requirements, provide a solution, enable it, and regularly audit and test it to ensure it’s always meeting our needs.”

3_ WHAT HE FEELS

“I am happy to be responsible for our systems and our data. But I’m under a lot of pressure to ensure that our data is always available when the business needs it.”



4_ WHAT HE CRAVES

“Peace of mind. Systems and processes in place to deal with every possible contingency. Ongoing assessments of the effectiveness of my DR solution.”

5_ WHERE HE STANDS RIGHT NOW

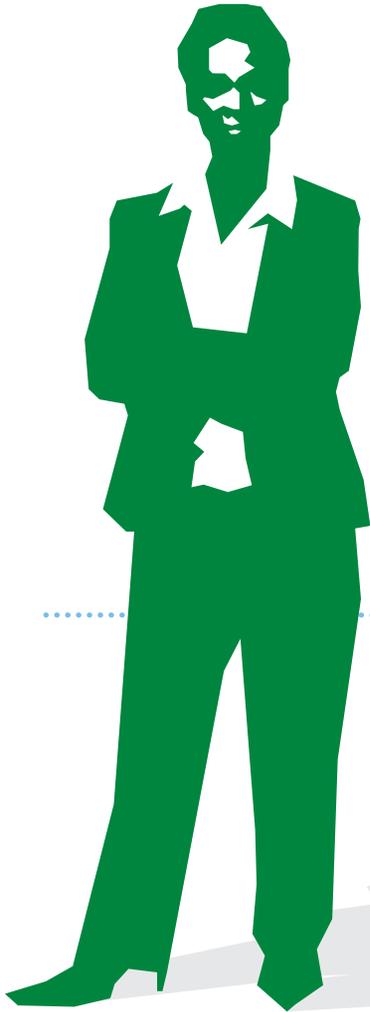
“We know we need to implement a Disaster Recovery program. We’re getting by with what we have in place, but we know we need something better. We can’t withstand a true disaster with what we now have.”

Did you know?

About 70% of all successful attacks on computer networks were carried out by employees and insiders.

Source: International Data Corporation

Anatomy of a Business Decision-Maker



“After our people, our data is our most valuable asset. Our IT systems, therefore, must be able to safely house our data, link us to our customers, to our business partners, to our suppliers and to each other. It’s sometimes overwhelming to think about what would happen if our systems ever went down. Guarding against outages is the only sensible – and responsible – thing to do.”

VITAL STATISTICS

Title: CEO, CFO, CMO

Sector: All sectors apply. Retail, Consumer Packaged Goods, Financial Services, Media or Government, Web Development, Advertising Agencies

1_ WHAT SHE THINKS

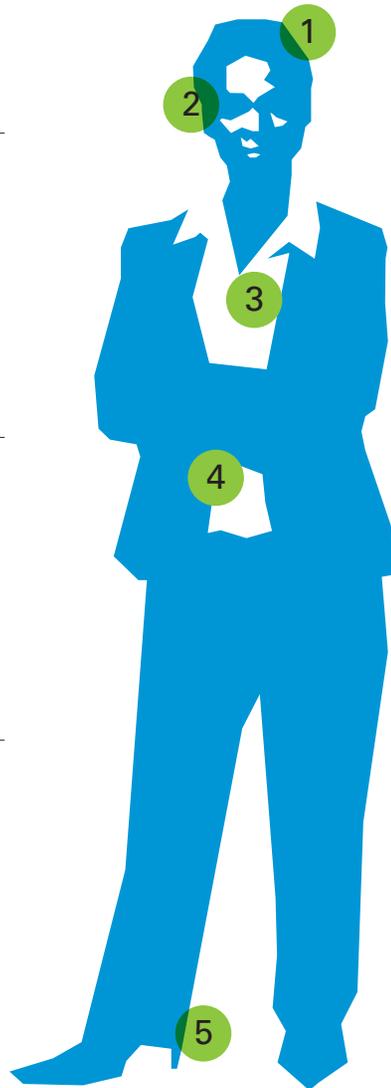
“Our business relies on our data. Period. We need to protect the IT systems that house it.”

2_ WHAT SHE’S LOOKING FOR

“A disaster recovery solution that reduces our risk and minimizes our costs.”

3_ WHAT SHE FEELS

“We have a duty to our customers. We have a duty to our shareholders. And we have a duty to comply with our industry’s regulations. We can’t fail in any of these duties. Our brand reputation, our business and our livelihood depend on it.”



4_ WHAT SHE CRAVES

“Protecting our brand. Compliance. Cost-containment. Peace-of-mind in the face of potential and real disasters.”

5_ WHERE SHE STANDS RIGHT NOW

“We are completely reliant on digital technology to drive our business. We need to acknowledge that, and have a plan A, B, and C for the worst-case scenario.”

Did you know?

CenturyLink Technology Solutions (formerly Savvis) has appeared as a leader in the Gartner Magic Quadrant for six years straight.

Source: Savvis Global IT Leadership Report, September 2013

What our core audience buys

RECOVERY: IMMEDIATE
Revenue & Brand Protection
Traditional Multi-Site DR solutions

Data Security

Compliance

Customized, End-to-End

Managed Services
(e.g. security, monitoring)

DR Planning and Testing

Managed Hosting Environment or
Second Site to an Internal Data Center

RECOVERY: <12 HOURS
Critical Applications
DR for Critical Applications

Data Security

Compliance

Recovery of virtual machines,
database or data array

Cloud-based replication services

DR planning and testing

Support during DR event

Active or Passive Replication

RECOVERY: 12+ HOURS
Mitigate Business Risk
Basic Data Replication

Driven by lowest TCO

Cloud-based replication services

Standardized replication

Basic or no support during setup
and recovery

How our core audience buys

RECOVERY: IMMEDIATE

Sales Cycle:
6-18 months (RFI/RFP)

Type of Contract:
Annual

Monthly Recurring Revenue:
\$50,000 - \$100,000

RECOVERY: <12 HOURS

Sales Cycle:
3-6 months

Type of Contract
Monthly or Usage-based

Monthly Recurring Revenue:
\$10,000 - \$25,000

RECOVERY: 12+ HOURS

Sales Cycle:
< 3 months

Type of Contract:
Monthly or Usage-based

Monthly Recurring Revenue:
\$5,000 - \$10,000

HERE WHEN YOU
NEED US.

AND HERE WHEN YOU
DON'T.

A comprehensive Disaster Recovery solution that's ready when needed. Always.

There's a reason why CenturyLink is a leading DR provider to many of the largest companies in the world. We have all the capabilities – and then some – to help ensure that organizations can stay up and running fast in the face of a disaster.

So the message to deliver to your prospects is simple: CenturyLink is always ready to act. Always.

To help you address what's most important to your prospects, what follows is the CenturyLink Technology Solutions Value Proposition – what we offer, why we're different and the

business outcomes we enable – tailored specifically to each of our core audiences. The result: you can have relevant and effective conversations...leading to more conversations... and to closing more business.

Did you know?

"Leveraging CenturyLink's cloud-based virtual resource facilities and infrastructure will provide a new, improved disaster recovery strategy for Patriot, in addition to enabling the ability to dynamically respond to the future needs of our growing business."

Source: Savvis Global IT Leadership Report, September 2013



For Technology Decision-Makers

Your link to what's next

For Technology Decision-Makers responsible for critical applications, data or infrastructure, CenturyLink is an excellent option for disaster recovery solutions. The comprehensive portfolio of network, data center, cloud and dedicated hosting capabilities provide a DR solution tailored uniquely to a client's business requirement. Additionally, security services can be introduced for businesses with compliance and regulatory issues. And, all of this is tied together with consulting expertise including strategy and enablement, audits and failover test, and migration services, as well as the ability to manage the ongoing operations of a DR environment.

We provide a suite of highly standardized and customizable tiered offerings that support all levels of the stack – VM, application and array – across traditional and cloud-based platforms. With superior redundancy across its global IP network and 55 data centers, CenturyLink also offers professional services to design, plan and set up disaster recovery environments, as well as managed services to reliably recover in the event of a disaster, and help ensure business continuity.

Did you know?

Companies lose an average of \$84,000 for every hour of downtime.

Source: International Data Corporation

How we help.

1. Lower Total Cost of Ownership

When customers outsource their DR to CenturyLink, they reduce capital and staffing expenses, while choosing from standardized offerings or customizing one to meet their specific needs. Plus, our DRaaS offers usage-based fees. Customers choose the service that best suits their needs: physical space, cloud, application protection, and data protection, based on the importance of the assets to business continuity.

2. High level of redundancy

We can replicate across multiple geographically dispersed datacenters, set up tertiary DR environments that can ensure redundancy during large-scale disasters, or use cost-effective DR solutions for applications with insufficient justification for in-house DR investment.

3. Compliance

Our DR solutions will help customers meet regulatory audit requirements on uptime, data preservation and recovery.

We also help ensure the highest levels of security are in place (one of the reasons we are the provider of choice for financial services organizations, and other highly regulated industries.)

4. DR resources when needed

Our customers have access to superior DR expertise and technologies without having to hire DR-specific resources in-house.

5. Reliable recovery

We use professional services to plan, design, set up and test recovery procedures, and use managed services to execute recovery procedures reliably.



5 REASONS FOR TECHNOLOGY DECISION-MAKERS TO CHOOSE CENTURYLINK:

1. Reputation as a managed hosting and network leader
2. Successful track record in Disaster Recovery services
3. Single-source for standard or customizable network, hosting and professional services
4. Global footprint of datacenters
5. 24/7/365 support included in all contracts

For Business Decision-Makers

Your link to what's next

For Business Decision-Makers responsible for managing the business, customer relationships, regulatory compliance, and investor relations, CenturyLink is an excellent option for disaster recovery solutions. The comprehensive portfolio of network, data center, cloud and dedicated hosting capabilities provide a DR solution tailored uniquely to their business requirements. Additionally, security services can be introduced for businesses with compliance and regulatory issues. And, all of this is tied together with consulting expertise, including strategy and enablement, audits and failover test, and migration services, as well as the ability to manage the ongoing operations of a DR environment.

We provide a suite of highly standardized and customizable tiered offerings that support all levels of the datacenter. Through its worldwide data centers and seasoned staff, CenturyLink also offers professional services to design, plan and set up disaster recovery environments, as well as managed services to help ensure business continuity in the event of a disaster. The result? Assurance for your customers, assurance for your shareholders, and the ability to comply to your industry's regulations.

Did you know?

The survival rate for companies without a Disaster Recovery plan is less than 10%.

Source: Touche Ross study



How we help.

1. Continued revenue streams and brand protection

Our redundant compute and data resources can be rapidly restored in case of a disaster, and we can scale DR environments in an elastic manner as businesses expand or change, thus ensuring business continuity.

2. Lower Total Cost of Ownership

When customers outsource their DR to CenturyLink, they reduce capital and staffing expenses, while choosing from standardized offerings or customizing one to meet their specific needs. Plus, our DRaaS offers usage-based fees. Customers choose the service that best suits their needs: physical space, cloud, application protection, and data protection, based on the importance of the assets to business continuity.

5 REASONS FOR TECHNOLOGY DECISION-MAKERS TO CHOOSE CENTURYLINK:

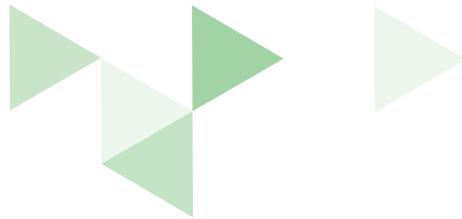
1. Reputation as a managed hosting and network leader
2. Successful track record in Disaster Recovery services
3. Single-source for standard or customizable network and hosting
4. Global footprint of datacenters
5. Business continuity proven and assured

How we help. (Cont.)

NEED	OFFERING	WHAT SELLS IT	HOW IT'S BOUGHT
<p>RECOVERY: IMMEDIATE REVENUE & BRAND PROTECTION</p>	<p>Traditional Multi-Site DR solutions</p> <p>Customized end-to-end solutions</p> <p>Managed services (e.g. security, monitoring)</p> <p>Managed hosting</p> <p>Network</p> <p>Planning and testing</p> <p>Audit and compliance</p>	<p>Industry-recognized managed hosting and network leader</p> <p>Specializes in highly-customized solutions</p> <p>55 global data centers</p> <p>Serves 30% of Fortune 100</p>	<p>Purchased with complex managed hosting and network deals</p> <p>While not central focus, touches most aspects of final solutions and highlights company expertise</p>
<p>RECOVERY: < 12 HOURS CRITICAL APPLICATIONS</p>	<p>DR for Critical Applications</p> <p>Cloud-based replication for VMs, applications, arrays</p> <p>Active or passive replication options</p> <p>Support with DR event</p> <p>Standardized offering</p> <p>Near-instantaneous failover</p> <p>Multi-site backup</p>	<p>A single source for network and hosting</p> <p>Can manage complex environments as needs grow</p> <p>Agnostic to equipment (physical/virtual)</p> <p>Agnostic to layer in stack (VM/application/array)</p> <p>Recovery Point Objective & Recovery Time Objective near instantaneous or continuous</p>	<p>Purchased with simpler managed hosting, private cloud or network business</p> <p>Acts as entry point to future storage, compute and managed hosting deals</p> <p>Upsell off of colocation, managed hosting or cloud</p>

How we help. (Cont.)

NEED	OFFERING	WHAT SELLS IT	HOW IT'S BOUGHT
<p>RECOVERY: 12+ HOURS MITIGATE BUSINESS CARDS</p>	<p>Basic Data Replication</p> <p>Cloud-based replication for VMs, applications, arrays</p> <p>Object, file and block based replication</p> <p>Multi-site backup</p> <p>Automated snapshots and simple retrieval</p>	<p>Simple, automated sign-up and deployment options</p> <p>User-friendly, easy to use interface</p> <p>Ability to replicate globally to 55 global data centers</p> <p>Pay as you go, with no commitments</p>	<p>Purchased standalone or in conjunction with cloud storage (object, file or block)</p> <p>Leads to additional storage, compute, cloud and potentially managed hosting</p>



REAL-WORLD

EXPERIENCE

FOR REAL-WORLD

DISASTERS.



Perspectives on the challenges our customers face – and how you can help solve them.

What is the optimal Disaster Recovery solution for your client? What are the real challenges that technology and business leaders and professionals face in developing a failsafe methodology to guard against unforeseen events? Here are several typical scenarios that IT and business people are dealing with today – and how you can help them meet their challenges with a CenturyLink Disaster Recovery solution.

Technology Decision-Maker Scenario 1

User Experience/eCommerce (Active/Active)

Situation: A highly recognized digital media company (an actual CenturyLink client) needed to ensure that an app that was being heavily marketed to consumers delivered an exceptional user experience and never experienced downtime.

Solution: A multi-data center design, comprising three data centers, creating a failover environment, providing 150% uptime capability.

Business Outcome: The application has been an overwhelming success.

Technology Decision-Maker Scenario 2

Data Center Expansion (Active/Passive; Hot & Warm Standby)

Situation: A credit card company is looking to create a replicated environment with mission-critical personal information to a data center away from headquarters. The environment will double as test/dev environment.

Solution: A customized active/passive multi-data center solution designed by professional services, which includes managed hosting, network, security, audit and compliance.

Business Outcome: Brand reputation and personal information are protected per regulations, plus the environment serves as low-cost test/dev environment.

Business Decision-Maker Scenario 1

Business Continuity (Active/Active)

Situation: The second-largest quick-serve restaurant chain in the US, Chick-Fil-A, needed to ensure business continuity while supporting business growth.

Solution: Full IT outsourcing, including DR: utility storage, data protect services, network-attached storage, NetApp SnapMirror to copy and sync any Tier 1 applications.

Business Outcome: The solution helped support 18% growth. DR is operated and managed by CenturyLink, ensuring business continuity and allowing the client to focus IT on strategic growth initiatives.

Business Decision-Maker Scenario 2

Data Center Consolidation (DRaaS)

Situation: A consumer goods company has acquired a beverage company and needs to set-up DR for the beverage company's marketing information during the migration required for data center consolidation.

Solution: Cloud-based replication (DRaaS) across multiple data centers, automated snapshots.

Business Outcome: Successful migration of marketing data to new datacenter with no data loss or impact to the business during the migration period.

HOW TO START A

CONVERSATION

WITH YOUR PROSPECTS AND THEN

KEEP IT GOING.



Questions to ask and steps to take to help accelerate your sales process.

To assist you in your discovery efforts with target prospects/clients in the area of B2C, we have a series of questions. In our experience, they will help to initiate a great discussion that will yield fantastic insight into the prospect/clients current status or perspective in the B2C space.

Questions to ask

1. Who owns your DR program?
2. What options do you currently have to restore and recover your environment if you were to encounter a disaster tomorrow?
3. Have you identified any Recovery Time Objectives (RTOs) or Recovery Period Objectives (RPOs)?
4. Do you have a DR Environment today?
5. Do you have a multi-datacenter approach?
6. Are you considering consolidating data centers?
7. Do you have a DR Plan Document or a document that identifies how to perform the recovery activities?
8. How confident are you that your DR Environment performs to management's expectations?
9. When was the last time you reviewed or audited the DR Plan or Environment and performed a true failover test?
10. What are the repercussions of downtime or losing your data?
11. Which regulatory guidelines govern your business?

Steps to take

Every person's selling style is different, so please think of these steps as a guide only. You may be equally effective using other techniques, however, we have found that this seven-step plan to be an effective way to reach prospects, raise their interest, and move them further along in the sales process, whether you're a "Hunter" (i.e. looking for new customers) or a "Farmer" (upselling existing customers).

STEP ONE

Learn about the workload in detail

Take the time to explore the specifics of the workload, take the appropriate training (if applicable), and familiarize yourself with the messaging.

STEP TWO

Review and understand all marketing activities

It may be a regional trade show, an email campaign, a webinar or a banner ad. Familiarizing yourself with all marketing efforts, including the Marketing Calendar and Marketing Plan of Action, will help you to perceive the product as your prospects may perceive it, and will help you to anticipate any questions they may have.

STEP THREE

Identify marketing leads and contacts

Double-check your list of leads and contacts in Salesforce.com, Eloqua, and your Regional Marketing Manager, to ensure they are aligned. This will help you to avoid duplicating any efforts already undertaken by the marketing group.

STEP FOUR

Identify IT prospects based on workload target market

This list of prospects should of course differ from those you've identified in Step 3. For example, they can come from searching your own list of contacts, LinkedIn, professional association membership lists, networking events, and many more.

STEP FIVE

Enter your identified prospects into salesforce.com

Adding these contacts to Salesforce.com will ensure they will receive all appropriate marketing messages, moving them further down the sales pipeline. Be sure to include all pertinent details: name, title, address, phone, and email.

STEP SIX

Maintain a detailed prospect touchpoint activity list

However you choose to contact the prospect – email, phone call, event invitation, or white paper offer – keep a record of when you did. This will help you to know the appropriate follow-up message to continue your dialogue with the prospect, versus being repetitive with your messaging.

STEP SEVEN

Prepare a detailed follow-up plan

Of course, you should be contacting your prospects regularly. Keeping a detailed follow-up plan will help you to schedule your time appropriately, making contact with your prospects at times suitable to them, and to you.

FACTS. FIGURES. IDEAS.

The more you know, the more you'll sell.

Articles. Blogs. Videos. Reports. Whitepapers. Websites. Here, we've pulled together a variety of sources to help give you a comprehensive survey of the Disaster Recovery landscape today. Dive in: the deeper you go, the more gold you'll find.

Case Studies

- ▶ Chick-fil-A Deal Spotlight
- ▶ Chick-fil-A Deal Review Video (full version)
- ▶ Chick-fil-A Deal Review Video (exec summary)

Brochures and Sales Sheets

- ▶ Solutions Consulting DR
- ▶ Managed Storage
- ▶ Backup and Replication

Research

- ▶ Vanson Bourne Global IT Trends Survey Report (Jan 2014)

Books

- ▶ *Definitive Handbook of Business Continuity Management, Third Edition*, Andrew Hiles, FBCI, Editor (2011, John Wiley), ISBN 978-0-470-67014-9.
- ▶ *Risk Management Approach to Business Continuity*, Julia Graham, FBCI, and David Kaye, FBCI, (2006, Rothstein Associates) ISBN 1-931332-36-3.
- ▶ *Principles and Practices of Business Continuity: Tools and Techniques*, Jim Burtles, FBCI, (2007, Rothstein Associates) ISBN 1-931332-39-8.
- ▶ *Disaster Recovery Testing: Exercising Your Contingency Plan*, Philip Rothstein, FBCI, Editor (2007, Rothstein Associates), ISBN 0-9641648-0-9.
- ▶ *Business Continuity: Best Practices*, Andrew Hiles, FBCI (2004, Rothstein Associates), ISBN 1-931332-22-3.

Best of The Web

Disaster Recovery Sites

- ▶ Disaster Recovery Journal
- ▶ EBSCO

Analyst Sites

- ▶ Forrester
- ▶ Gartner
- ▶ IDG (advertising and marketing)

Tech Sites/Blogs

- ▶ GigaOm
- ▶ TechCrunch
- ▶ Mashable
- ▶ TechTarget
- ▶ FierceMarkets/Fierce CIO
- ▶ CSOnline.com
- ▶ InfoWorld
- ▶ All Things D
- ▶ CMS Wire
- ▶ Internet Retailer

Best of the Web (cont...)

- ▶ seekingalpha.com
- ▶ Yahoo Finance
- ▶ MarketWatch.com
- ▶ SEC Edgar Securities Filings
- ▶ Forbes.com
- ▶ CIO Magazine
- ▶ CMO Magazine
- ▶ Harvard Business Review

Need more? Get more at CenturyLink SalesLink and Competitive Information Portal

For additional information, sales tools and sales materials, visit **SalesLink** – our online resource hub for the CTS sales organization.

For links to analyst information, newsfeeds and competitive intelligence, visit our **Competitive Information Portal**.