



Successful Sphinx Logon Sales Strategies

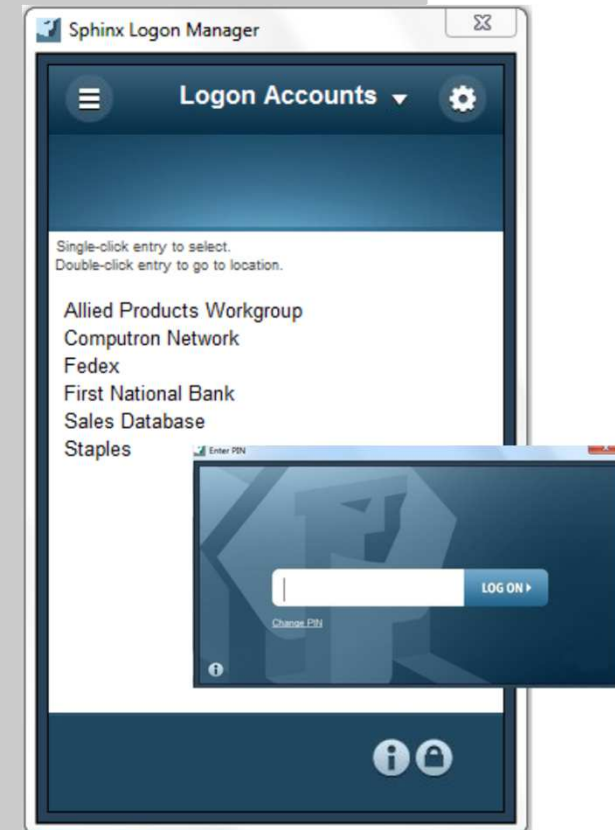
## This presentation covers:

1. Sphinx Basics
2. How to Sell Sphinx
3. Three Success Stories



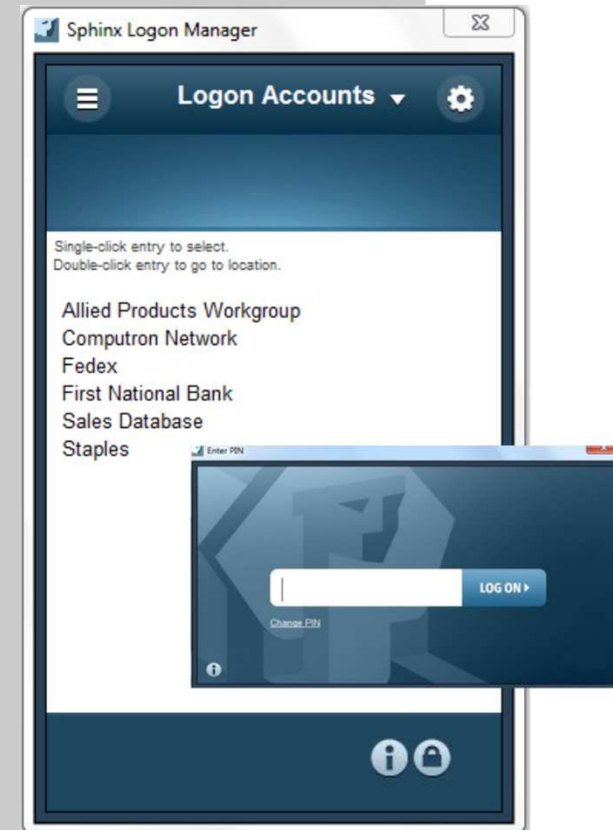
## What is Sphinx?

- Enterprise logon manager software
- Enables two-factor authentication
- Works with most ID cards



## What is Sphinx?

- IT admin centrally manages employee passwords
- Different levels of logon access permitted by employee type



## Why do customers need Sphinx?

- Many industry regulations require two-factor authentication

Healthcare: HIPAA

Law Enforcement: CJIS

Financial: GLBA

Utilities: NIST



## Why do customers need Sphinx?

- Most security breaches occur because of weak passwords
- 90% of organizations polled by Kaspersky had a security breach



## What's special about Sphinx?

- Easy to add on and use
- No rebadging or network change
- Cost effective “per cardholder” fee
- Government strength encryption
- Known in the industry for quality

# How to Sell Sphinx 2

https://www.odsphinx.com/web/part\_isgtoolkit.asp



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get more Amazon cash!*

ISG Toolkit

## ISG Toolkit

Increase sales this year with the Sphinx Logon Manager software. Upsell to existing building access and ID card customers. Attract new customers by offering physical and logical access security on one card.

**Pitch:** Review [Pitch Sheet](#) and give [Sphinx flyer](#) to IT decision makers. [order more](#)

**Demo:** 5 minute Sphinx Logon demo video. [YouTube](#)  
([Right-click to download](#))

[Schedule](#) online session with Sphinx team.

**Quote:** [Pilot](#) (2-10 users) and full [installation](#).

### Let us help:

Customer questions?  
Send them to us at  
[isgsales@odsphinx.com](mailto:isgsales@odsphinx.com)  
510-420-0846 x103

### Data breach articles:

[Kaspersky Lab](#)  
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More:

Links to give customers: [Documents](#), [How it Works](#), [Case Studies](#)

Links for your sales team: [Sales Overview](#), [Market Comparison](#)

ISG newsletter items: [ISG Member Tips](#), [Winning Over IT](#), [An Audit Story](#)

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## Pitch Sheet

[Print PitchSheet.pdf](#)

### PROSPECTS

Industries that must show compliance:

Municipals, police departments, healthcare, government, utilities. [See Compliance document](#)

Those responsible for sensitive client data:

Insurance, finance, mortgage, accounting, etc.

Other building access card customers:

Ultimately, all organizations with building access cards are prospects.

### PRINCIPAL PITCH POINTS

Ask: "Would you like physical and logical access security on one card?"

How: "Sphinx provides the strong two-factor authentication required by industry and government standards, using your building access card."

For IT:

- \* Easy add-on for Windows environments.
- \* Users self-enroll for Sphinx with existing building access card.
- \* No link required between physical and logical access systems.

Plus:

- \* Passwords / settings can be centrally managed by admin in real-time.
- \* Relied on by enterprises both large and small for over 15 years.

https://www.odsphinx.com/web/documents/Compliance.pdf



## Compliance Overview

This document provides an overview of the verticals that are the most regulated in terms of logical access security.

A general approach is discussed, followed by specific compliance regulations as follows:

- 1 Healthcare
- 2 Law Enforcement
- 3 Financial
- 4 Utilities
- 5 Manufacturing

## General Approach

**Emphasize:**

- Easy add-on**  
IT admins at these organizations are so busy, they don't want to revamp the whole network system just to add logical access control. Sphinx Logon requires no change to their existing infrastructure - installs within minutes instead of days and is non-invasive.
- Experience**  
Over the past 16 years, the Sphinx software has been continuously

## PROTECT YOUR NETWORK AND LOGONS



### SPHINX LOGON + YOUR ID CARD

provides the two-factor authentication required by government and industry security standards.



[www.odsphinx.com](http://www.odsphinx.com)

Schedule an online demo session with your reseller today, to see Sphinx in action.

### POWERFUL FEATURES

Protects logon to Windows, websites, and applications with government strength encryption. Administrator centrally manages logon entries, security policies, and cardholders in real time.

### EASY TO USE

Works out-of-the-box with most ID cards. End-users self enroll, no need to collect cards or rebadge. Easy add-on for Windows environments with no change to network and no complex or costly infrastructure.

### LOGON SECURITY YOU CAN RELY ON

Cybersecurity audit ready: complies with industry standards such as HIPAA and CJIS. Sphinx Logon is built solid, has been proven over years at high-security installations, and is beloved by customers.

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## Sheriff's office



LAW ENFORCEMENT

**The sale:** new customer made contact after reseller's advanced authentication presentation

**Cards:** had Prox, upgraded to Mifare

**Usage:** office, jail, police cars use Toughbooks

## Customer response



LAW ENFORCEMENT

- ✓ IT manager loves that he can manage all passwords
- ✓ No change to building access or network setup
- ✓ Enthusiastic Sphinx supporter

## Reseller wins

- ✓ Also won staff ID and handgun permit photo ID business
- ✓ Got approval from state Bureau of Investigations for Sphinx
- ✓ Currently scheduling presentation for county IT association



### LAW ENFORCEMENT

Vertical: Law enforcement  
Motivation: CJIS regulation  
Contact: IT manager  
Size of deal: \$18,000  
Per year: \$ 3,000



## Hospital group



HEALTHCARE

**The sale:** supply sales rep called on hospital implementing new HIS, asked questions about logical access

**Cards:** had Prox, upgraded to Mifare

**Usage:** doctors, nurses, staff have different access rights

## Customer response



HEALTHCARE

- ✓ Customer was considering a competitor, Sphinx was a better fit
- ✓ Better value, much easier
- ✓ They liked Sphinx so much they rolled it out to two more hospitals in group

## Reseller wins

- ✓ Led to updating ID systems and access control
- ✓ Hospitals were small/med sized in very poor counties - not making assumptions led to big sale



HEALTHCARE

Vertical: Healthcare  
Motivation: HIPAA  
Contact: IT manager  
Size of deal: \$63,000  
Per year: \$ 7,300

## Insurance group



INSURANCE

**The sale:** existing customer using Badgepass Identity Manager and Access Manager added Sphinx for logon

**Cards:** Badgepass smartcards

**Usage:** auto-generate random password every xx days, use on PCs in office and laptops out of office

## Customer response



INSURANCE

- ✓ IT manager was skeptical, quickly won over
- ✓ The ease of use and cost effectiveness made Sphinx a “no brainer”
- ✓ IT manager uses all the bells & whistles but never has any questions

## Reseller wins

- ✓ Kept existing customer happy by making the card do more
- ✓ IT manager was protective of IT space - reseller persisted and ended up impressing



INSURANCE

Vertical: Insurance  
Motivation: NAIC  
Contact: IT manager  
Size of deal: \$24,500  
Per year: \$ 2,300

## Final note...

- Always remember, we take over all technical details: demos, questions, etc.
- Persist, emphasize “make your card do more”, and you will succeed!

