# Probax Partner Digital Marketing Toolbox

# Email Template – Targeted at Manufacturing

**Subject line:**

Production downtime due to IT system availability costing you money?

**Headline**:

**Your production is a well-oiled machine.   
Your IT systems should be too.**

**EDM Body**:

Dear <Name>

Your business is manufacturing and to ensure your business remains as productive as possible you need reliable systems which work.

You rely on your systems to keep your manufacturing business operating smoothly. In your world, productivity is the key to success, and any downtime can have a detrimental effect on your bottom line. Technology has impacted every industry, and we have all become reliant on these systems running our operations. Even though technology has made your operations more efficient, your dependence on these systems is a risk to your business.

The fact is you need your systems up, or production grinds to a halt in some way, shape or form. Hours need to be captured, transactions need to be recorded, and you need the information to manage your manufacturing environment. Even a short period of unavailability at the worst possible time could have severe consequences for your business.

**Unplanned outages result in 10 times the cost of scheduled downtime.**

Modern IT systems are interdependent and complex. As a manufacturing organisation, you, your staff and your customers need your systems online, all the time to ensure you maximise productivity. Without a system, there can be no manufacturing which means delays, product backlogs and overtime costs. The simple fact is your modern IT systems can no longer rely on traditional backup and recovery solutions.

A modern business like yours needs an advanced backup and recovery solution. A solution which ensures your systems stay up, so you can keep manufacturing, or, should something happen which takes your systems offline, the ability to recover in minutes instead of hours.

**<link> Click here to find out how our backup and recovery service ensures maximum uptime.**

***<Partner Value or Mission Statement. e.g. Partner is an enterprise accredited Managed Service Provider specialising in connectivity, hosting and cloud services>***

*<A short description about the partner e.g. Partner offers a full spectrum of managed IT support services to both small and large businesses throughout the Asia-Pacific region. Focused on service excellence and customer centricity, we are committed to providing our customers with excellent service by being pro-active wherever possible and when issues arise, resolving them as quickly and efficiently as possible.>*

**<button> Click here to find out more about how we can help you protect your business**