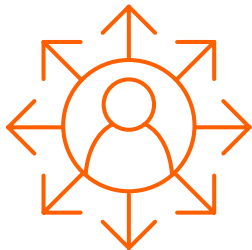


## What Your Dealer Representative Doesn't Know About the Cloud

A good dealer sales representative will be able to suggest a number of different solutions for any given need. But that doesn't necessarily mean they are an expert on all things dental. What you hear from a dealer rep is what they are trained to communicate. This doesn't mean that they are ineffective or self-serving. Instead, how they guide you may be limiting—especially when discussing cloud-based dental practice management software.

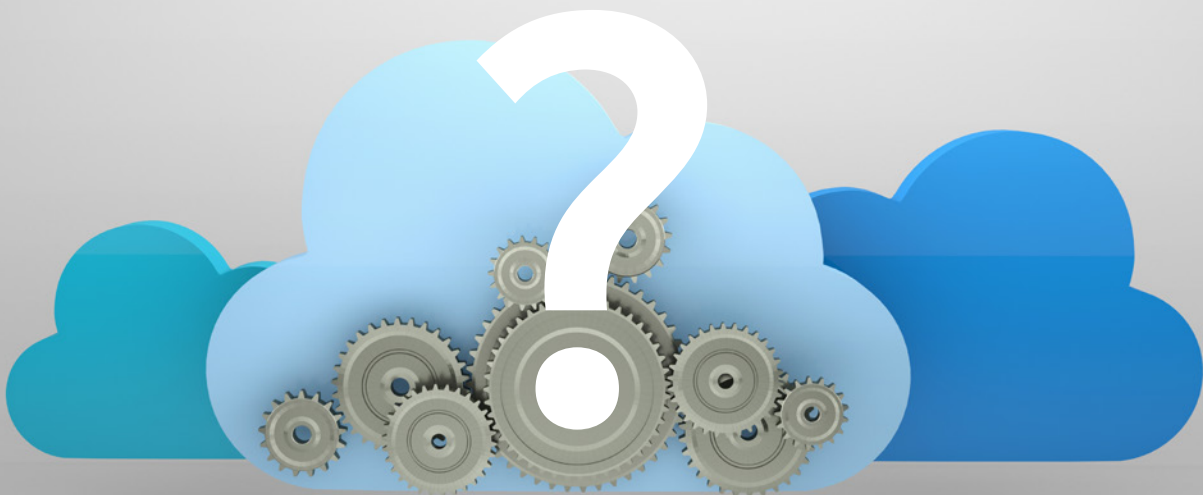
### Jack of All Trades; Master of None



A dealer rep who works for a large dental supply company learns about the practice of dentistry and their product line via intensive training. The result—they know a little about a lot of products. It is not practical, or possible, to understand the nuances of each. The rep is given a territory and off they go, working with dental offices to provide products needed to run the practice.

Never forget that they represent their company which means they are not objective—especially when it comes to dental practice management software. The truth is the majority of representatives are wary about discussing the cloud. They are less inclined to recommend it if they perceive it will upset the status quo. Plus, change is hard and the perception of switching practice management software is that it is costly and disruptive.

**The purpose of this paper is to address the misconceptions of cloud-based practice management software your representative may be telling you.**

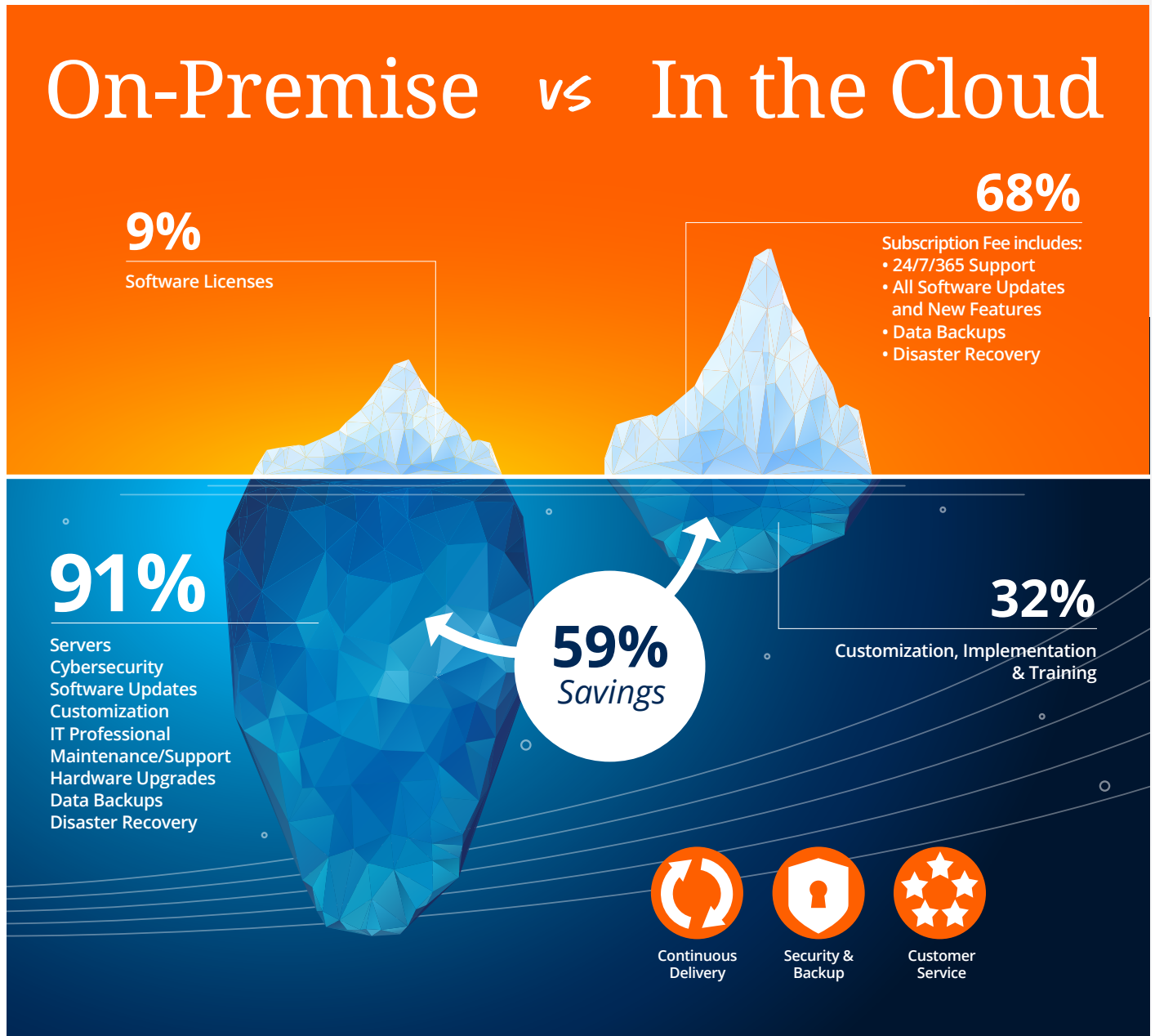


## What Your Dealer Representative Doesn't Know About the Cloud

### Misconception: The Cloud Won't Save You Money

The best way to compare the true cost of ownership (tco) for cloud-based practice management software like Curve Hero to server-based software is to understand what you get for your monthly investment.

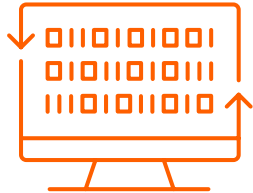
This picture says it all.



On the surface, server-based software may appear to be less expensive, but when you add the costs beneath the metaphorical iceberg that are required to keep your practice running safely and efficiently, the price increases exponentially.

## What Your Dealer Representative Doesn't Know About the Cloud

### Misconception: Implementing New Software is a Hassle



How many times have you been told that switching practice management software is a tremendous hassle that will disrupt your practice? It's a common argument, but it is false.

We can't speak for other cloud-based dental practice management software providers, but new Curve Hero customers have a smooth transition thanks to our proven process.

We've successfully completed thousands of data conversions over the years by working in concert with our customers to ensure data conversion goes smoothly. By working hand in hand with our customers from the start, the data conversion saves our customers time and can actually be a pleasant experience.

Curve assigns an experienced team composed of a project manager, data services expert and customer care expert to each new customer. This level of continuity means that the office will experience as little disruption as possible to day-to-day activities and data conversion will be correct from the start. In the end, it is minimal pain for significant gain.

### Misconception: Training is Disruptive to My Team

Over the years, we've refined our training process so that our customer's staff learns in a series of brief webinar sessions which means no time out of the office or a massive download of information they can't process. And, because Curve Hero has such an intuitive user interface, the entire office can benefit from all the features quickly. Curve also provides 24/7/365 customer care, available to answer any or all questions to ensure a smooth transition and to provide support going forward.

Once you take a close look at cloud-based software, chances are you will learn things your dealer representative either didn't know or didn't want YOU to know. After all, they must represent their company and the products and services they have available for their customers. That doesn't make them a "bad" resource, only a biased one.

### About Curve Dental

Founded in 2004, Curve Dental provides web-based dental software and related services to dental practices within the United States and Canada. The company is privately held, with offices in Provo, Utah, and Calgary, Alberta. The company strives to make dental software less about computers and more about user experience. Their creative thinking can be seen in the design of their software, that's easy to use and built only for the web.



Visit us at [www.curvedental.com](http://www.curvedental.com)