



The Market Opportunity

- 50% of compute, storage, and network resources and workloads will run on integrated systems by the end of 2015*
- FlexPod sales are often 2-3X larger than standalone product sales; avg deal \$330K
- Over 5,000 customers, 100% customer growth, and 70% repeat business

Why Sell FlexPod?

Expand Your Business

- 3X larger NetApp-Cisco sales. Average total FlexPod deal = \$330K USD
- Over 5,000 customers. 100% customer growth and 70% repeat business
- Drive new technology. Shipping with clustered Data ONTAP
- Gain the opportunity to brand your own FlexPod offerings based on specific applications, support, services, etc.

The Data: Customers Love it

- IDC – 300+ IT managers and execs ranked FlexPod #1 in deployment interest out of 17 vendors
- Gartner – FlexPod is a leader in the Integrated Systems Magic Quadrant, June 2014
- Forrester – Total Economic Impact analysis calculated FlexPod ROI of 120%; payback in 9 months
- 50% guaranteed storage savings (NetApp)

Talk the Talk: Drivers Pushing End-Users to Go FlexPod

Customers are interested in cloud, virtualisation, and converged infrastructures because their existing data centres are ill-equipped to help them overcome several considerable roadblocks. As a result, you should target organisations experiencing these key business and operational challenges:

Business Challenges

- Catering to more savvy, more empowered end users and lines of business
- Providing quicker access to applications and information
- Answering demands for greater collaboration
- Coping with economic uncertainty

Operational Challenges

- Cutting energy consumption
- Improving the efficiency of asset utilisation
- Simplifying complex, time-consuming provisioning cycles
- Making sure of ongoing system and application integrity and availability

Why Westcon Group?

- One source for Cisco and NetApp for your FlexPod solution
- Consolidated delivery – don't track parts, don't track different deliveries, don't go looking for parts of your order.
- Westcon Group services – scale your FlexPod quickly and easily, Westcon Group can deliver services ranging from initial scoping and workshoping, implementation and post implementation documents that you can onsell to your customers
- Westcon Group FlexPod Finance – do your customers want affordable monthly payments rather than an initial outlay? Move that capex to opex with Westcon Group FlexPod Finance

How to sell FlexPod – 1-2-3

1. Elevator pitch

"FlexPod is a pretested, prevalidated, scalable data centre solution that leverages best-in-class technologies from NetApp and Cisco to increase business agility while lowering deployment risks, accelerating application deployment, and reducing TCO by leveraging the efficiencies of a shared infrastructure.

Our proven solution lets you:

- Dramatically reduce capex/opex costs through data centre efficiencies
- Easily scale up or out to meet future needs
- Accelerate cloud deployment while reducing risk
- Deploy and optimise multiple application workloads, VDI implementations, and secure multi-tenancy environments
- Compress application development and deployment timelines"

2. Ask questions to uncover opportunities

What if you could reduce the total cost of ownership for your virtual environment by over 50%?

- When calculating TCO, how do you account for administrative and downtime costs in addition to acquisition costs?
- How predictable is your infrastructure growth?
- What is your strategy for capacity planning?

Application and data availability is essential for cloud computing. In what ways would your organisation benefit from higher uptime in the event of system failures or site outages?

- Today, how do you manage/handle high availability for your applications and data?

Would you like to support multiple tenants (customers, BUs, applications, etc.) on a shared infrastructure, but have QoS and security concerns?

- How do you make sure that one tenant in your virtualised data centre does not have access to another's data?
- Based on your current virtualised environment, what would you like to see as your vision of the cloud?

3. Overcome objections

We don't buy our IT infrastructure as integrated, converged stacks –we buy piece parts and integrate it ourselves.

"FlexPod can be purchased as a pre-integrated stack or can simply provide the validated design for you to buy and build your own at your own pace. You can even incorporate existing gear into the validated stack solution. Would you be receptive to hearing more?"

We are an HP (or EMC or other) shop. We are considering an integrated stack solution from another vendor.

"While most vendors' solutions may have certain strengths, FlexPod is a more flexible, scalable, and future-proof converged infrastructure solution than offerings from other vendors and features several capabilities unique to NetApp and Cisco, such as secure multi-tenancy, which maintains data security in a shared infrastructure environment. Would you be receptive to a discussion around these differentiators?"



To understand FlexPod's competitive advantage over other solutions in the market contact the Westcon Group FlexPod Team (09) 415 6220 or flexpod@westcon.co.nz