

Business Challenge for Sales Teams

Over the past decade, corporations have lost the option of whether to invest in technology. Today, corporations from large global enterprises to small-medium sized businesses know that investments in technology are mandatory. Technology investments fall under the same criteria used for other corporate assets and are evaluated using the same return on investment analysis.

Financial Justification

IT must provide financial justification and produce objective measures of asset utilization and develop defined operational processes. Complicating this situation, in a world where compliance encourages companies to save everything, emerging standards promise flexibility and control for heterogeneous storage environments. For the sales professional, these conditions produce opportunities for selling to new customers and up-selling current customers. Given the requirements for financial justification, knowing the solution to sell, and being empowered with customer pain points is a competitive advantage.

Solution Highlights

Knowing Customer 'Pain' Sales teams can maximize the usefulness of information while putting limits on the time allowed for collection, collation, and analysis of customer data

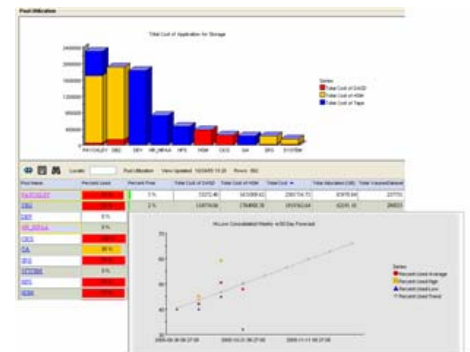
Financial Analysis The process of performing analysis, cleansing and scrubbing data, and producing valuable data on a customer's operational environment is a function of TSA

Knowing 'What' to Sell Given the requirements for financial justification, knowing current operational costs, utilization of existing assets and forecasted demand for a storage solution, is a competitive advantage.

Profiling Customer Demand Often, analytical activities require drawing together fragments of information, gleaming the most from varied content, while squeezing the greatest benefit from the valuable time spent in the sales cycle.

Value for Sales Teams

- ▶ Bidding tool – TSA is installed in one day and provides a detailed assessment of all devices, applications and data usage patterns within 24 hours
- ▶ Up-selling into existing accounts – TSA enables sales and account teams to quickly identify new sales opportunities within existing customer environments
- ▶ Competitive selling – TSA positions account teams to know more about the new customers processing environment than competitors who have products installed for years



TSA sample report

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Challenge

Conflicting Standards

Complicating the storage sales situation is a world where companies feel the need to save everything while controlling/reducing costs of storage management hardware. Emerging standards and capabilities have yet to provide the flexibility and control for heterogeneous storage environments.

Long Sales Cycles

Sales professionals are attempting to leverage these conditions to produce opportunities for selling to new customers and up-selling current customers. Buyers are reluctant to commit to new expenditures until they have no alternative.

Knowing the 'Right' Solution

Given the requirements for financial justification, knowing the 'right' solution to sell your customer based on 'hard returns' is a competitive advantage.

Knowing How to Optimize Storage Assets

Since the inception of the storage resource management (SRM) market, organizations have sought to identify opportunities to maximize their storage assets. What has been lacking in the SRM market is an efficient means to know how to optimize storage assets.

Knowing How to Improve Decision Making

Recently, the industry has refocused its interests in dealing with this shortcoming due to the critical nature of data storage. To address this market gap, TeraCloud developed TSA, the analytic solution to improve decision making for storage management.

Solution

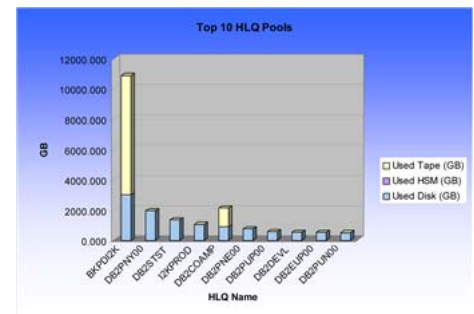
Global Enterprises (mainframe, midrange) computing solutions demand reliable, low cost, scalable and efficient processing environments. To know whether you are achieving these critical goals requires a breadth of analytical tools that are available from a variety of vendors. All sales teams attempt to find this information through customer interviews. What if there was an option?

The ability for sales professionals to turn raw data into actionable and useful information is the main goal of TeraCloud Storage Analytics (TSA). Time, information and a quick understanding of a customer's processing environment are the new rules for entering the game. Sales teams must maximize the usefulness of information while putting serious limits on the time allowed for collection, collation, and analysis of the data. Often, it requires drawing together fragments of information, gleaning the most from varied content, while squeezing the greatest benefit from the valuable time spent in analysis.

Within an 8-hour window following installation, TSA enables users to search, identify patterns and relationships of data usage amid massive quantities of information. Armed with this information, sales professionals can develop innovative solutions and solve strategic and operational problems for customers. With the ability to extract actionable insights from data, teams working in the areas of infrastructure storage management, disaster recovery and large account sales can now make informed decisions and show 'hard' data that supports customer-buying decisions.

Key Benefits

- ▶ Present native and graphic reports --Provide detailed reports on-demand or time series analysis available in only 8 hours following installation of TSA.
- ▶ Centralized View – From a single 'pane,' view the storage management environment and monitor activity
- ▶ Forecast Future Storage Needs – Plan for capacity requirements with your customer and identify peak-use information by application and functional unit. Model, trend and forecast.
- ▶ Optimize space utilization – Enable your customer to implement consistent, action based storage management best practices. Provide assistance for your customer to leverage legacy hardware investments and postpone future hardware purchases, when necessary.



TSA sample report for Top 10 HLQ Pools