



Optimize your Cloud with Cloud Insights from NetApp Workshop



In collaboration with
NetApp™

Take the lead with a custom pair of Nikes designed by you.



NetApp Cloud Insights Marketing Campaign & Workshop for Mid-Size and Enterprise Customers

Campaign and Workshop at a Glance:

- Cloud Insights Customer Workshop - Up to **15 customers**, facilitated and recorded
- Deal qualification, database and notifications to account teams
- Co-branded Marketing Campaign (Partner email, social media, project management, marketing communications and marketing brief)
- Landing Page (Cloud Insights HTML page for partner website)
- Co-branded Marketing Collateral (eBook, 50 slide presentation and brief)
- Nike by You shoe customer promotion
- ROI and metrics tracking
- Customer Action Plan for deploying Cloud Insights POC

For NetApp Channel Partners



Summary and Benefits

The *Cloud Insights Marketing Campaign & Workshop* from XL is designed to help channel partners sell *NetApp Cloud Insights*, build brand preference and embed NetApp services in your customer's cloud environment. Sales tools and collateral are customized and co-branded for channel partners to enable them to effectively sell Cloud Insights to their established and net-new customers. This program promotes the benefits of Channel Insights with customers by demonstrating the following key benefits through a workshop and POC.

Key Benefits

- Reduce overall cloud spend by identifying mismanaged resources
- Find and fix problems faster
- Manage resources more effectively to do more with less
- Meet SLO and SLAs during and after your customer's move to cloud
- Detect ransomware before it impacts your customer's business

Get the most out of your cloud marketing investment

Better ROI. Lower customer acquisition costs.

Enable and activate NetApp channel partners to sell and scale their cloud business through Cloud Insights.

Increase leads to sale conversion rate

Our program methodology helps channel partners effectively identify and qualify opportunities and efficiently convert those opportunities into POCs and closed deals.

Shorter sales cycles

Cloud Insights Marketing Campaign & Workshop enables channel partners to target and sell Cloud Insights to decision makers in their target accounts faster. The program provides channel partners with a strategy and approach that increases resource efficiency and provides a path towards better outcomes.

Drive action

This program provides channel partners with the knowledge and tools they need to identify and drive opportunities, develop a strategy for targeting accounts at the most senior levels. Their marketing investment will drive a better ROI by producing measurable outcomes and faster short-term results.

Our consultative sales and marketing methodology demonstrates the value of Cloud Insights for both business and technical buyers by specifically addressing the challenges facing both audiences.

Business Challenges

- Poor performance effecting customer satisfaction
- Runaway cloud costs
- High cost of system outages
- Inability to measure SLAs and usage for optimization
- Protection against ransomware

Technical Challenges

- Difficulty isolating problems and outages
- Lacking a single effective view of the full-service path
- Difficulty identifying workloads for right-sizing or optimization
- Inability to report on SLAs and SLOs
- Accurately provisioning cloud resources for cloud migrations

Your Sales Accelerator

Successful channel partners focus on optimizing their time and energy to drive profitability with as little wasted effort as possible. Sacrificing time away from their business for new product sales training is weighed against the benefits of selling products and services to their customers. Sales and enablement education needs to drive sales success quickly and have the fewest number of impediments as possible. When this happens, selling a new service or solution becomes embedded into a channel partners business and an integral part of their sales process.

New recurring revenue streams are the result of impactful enablement programs that extend beyond the education phase to include elements that drive activation, deliver support and provide motivation. The *Cloud Insights Marketing Campaign & Workshop* was designed from the ground up to deliver these key elements.

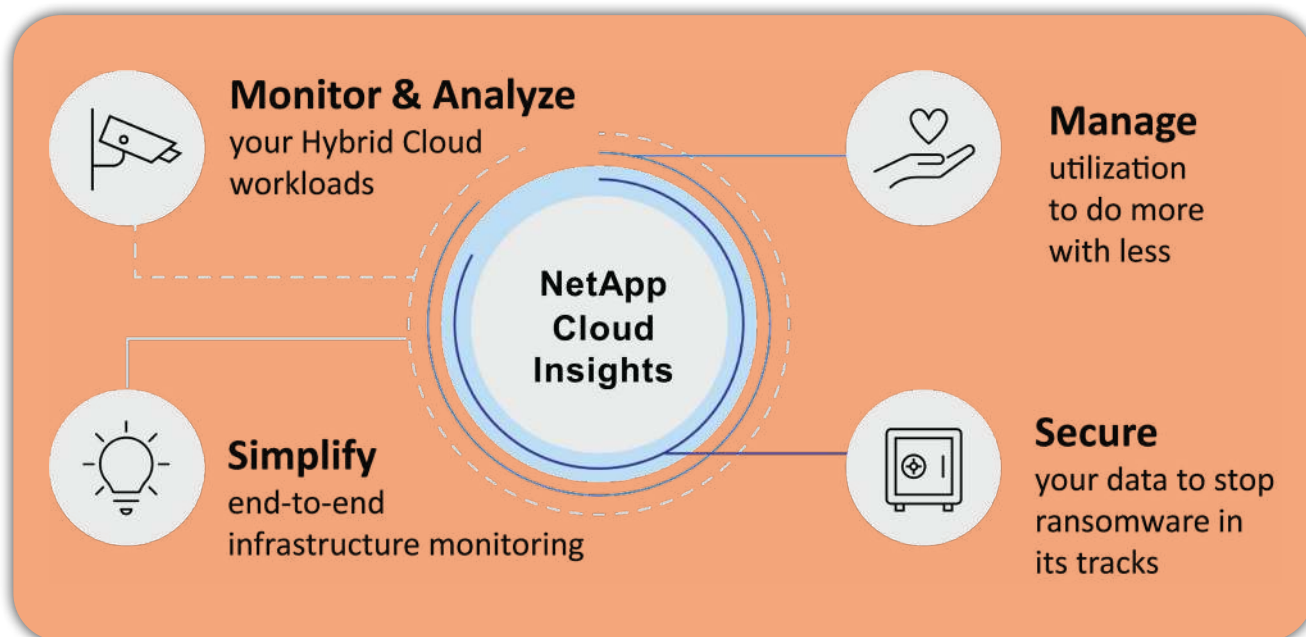
Enabling and educating channel partners on your offering and its unique differentiators and benefits is critical for their activation. Our program begins with education, but goes further to ensure channel partners utilize what they have learned to identify and quickly close new business.

Cloud Insights = Channel Partners Profit Engine

The *Cloud Insights Marketing Campaign & Workshop* is designed to excite and enable channel partners to effectively position and sell Cloud Insights. This program guides channel partners through the process of how to effectively position and sell Cloud Insights to technical and business audiences. The strategies, tools and methodologies presented during this program will give channel partners the skills and confidence to grow their business.

- Increase channel partners relevancy and perception as a cloud expert within their accounts
- Help channel partners to establish credibility as a trusted cloud advisor
- Future-proof channel partners against convergence threats and other competitive economic pressures
- Extend and leverage channel partner's trusted advisor status and reputation in the cloud

Channel Insights Value Proposition



Workshop Agenda

Agenda	Topics
Welcome & Introduction	Introductions - Channel Partner and NetApp
	Workshop goals & objectives
Why Optimize your Cloud	Identify key performance drivers & corporate objectives
	Identify key cost saving challenges
	Identify security and ransomware risks
Taking control of your Cloud	NetApp Cloud Insights
	Monitoring and optimization
	Case study
Cloud Optimization Exercise	Cloud assessment review
	Poll questions
	Best practices
Action Plan & Next Steps	Cloud optimization plan and POC
	Nike by You 
	Q&A