

Sales play — Include Veeam Data Protection In ALL Cisco Datacenter Proposals & Projects

The combination of Cisco UCS storage servers and Veeam® software offers a data protection solution for replacing legacy backup solutions, unmatched in price and performance. Furthermore, data protection is a ubiquitous customer requirement - ~100% of customers will back up their data!

Joint Value To Cisco - Why sell Veeam with Cisco UCS & HyperFlex:

- 1. Strategic Account Control – Data Protection Is Worth More Than Just \$\$\$;**
 - Subject to stringent compliance & governance requirements,
 - Customer peace-of-mind.
- 2. Competitive Defence/Insertion – vs. HPE, Dell, Lenovo, etc;**
 - If we don't meet the customer requirement for data protection, someone else will -
 - ... As an expansion of Cisco footprint and a denial of competitive re-insertion in existing Cisco DC Accounts,
 - ... Or as a differentiated insertion point for Cisco DC technology in net-new Accounts.
- 3. New Contacts/Influencers – Beyond The 'Networking Team';**
 - An opportunity to talk to new areas of customer organisations (storage, compliance, security, backup teams) with a specifically targeted solution.
- 4. Win The SLA 'Blame Game' – Reputational/Agile Economy;**
 - E.g. if Legacy Backup fails to restore, then the server infrastructure could be caught in the crossfire of recrimination, so –
 - ... Take control of your own SLAs, CSat & Reputation.
- 5. 'Joined-up' HyperFlex/Digital Transformation – Complete Story;**
 - Veeam can help complement, enhance & complete the HyperFlex vision,
 - Veeam's customer messaging is in synch with Cisco's digital transformation messaging.
- 6. Veeam Pipeline & Installed Base – 1x,xxx vs. 3xx,xxx;**
 - Significant opportunity for value exchange in customer relationships/installed bases.
- 7. Veeam Licence Revenue – via Solutions Plus resale programme;**
 - Veeam licences revenue retires goal & generates commission in the UCS 'bucket'.
- 8. S-Series/HX Sales – Repository, With FlexPod, FlashStack, etc;**
 - Veeam licence sales 'pull through' up to 7x value in accompanying incremental Cisco infrastructure revenue.
- 9. 'Software Revenue' @ 100% margin;**
 - Cisco currently recognise their share of the revenue from Veeam licence sales as 100% margin –
 - ... Improving commercial deal structure & reducing pressure on overall deal margins.