

FlexPod Solution

Built on groundbreaking technology from NetApp and Cisco, FlexPod simplifies and modernizes IT with continuous innovation, delivering unmatched application performance, the broadest support for any cloud strategy, and improved operational efficiency to accelerate data center transformation and business evolution.

Why Sell FlexPod?

FlexPod® presents you with a unique opportunity to capitalise on a growing trend within the industry. When you sell FlexPod, you'll:

1. Expand Your 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.

2. Partner with a Leader

- IDC – 300+ IT managers and execs ranked FlexPod #1 in deployment interest out of 17 vendors¹
- Gartner – FlexPod is a leader in the Integrated Systems Magic Quadrant²
- Forrester – Total Economic Impact analysis calculated FlexPod ROI of 120%; payback in 9 months³

The Market Opportunity

- Cloud and virtualization consistently rank among CIOs' top priorities.
- The adoption rate of converged and integrated infrastructures is sharply rising.
- ESG research shows that two-thirds of respondents expressed interest in a converged infrastructure
- Converged systems revenue is expected to grow to over \$12B by 2019

FlexPod Advantage



Performance

- Up to 20X AFF storage performance
- 208% faster SQL response times
- 100+ world record benchmarks



Agility

- 83% faster provisioning with ACI + UCS
- 20-30% reduction in application testing time
- 70% of engineering time reclaimed



Economics

- 76% ROI in just 17 months*
- Free storage controller upgrade
- Flash performance at the price of disk

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

- Slow, complex, expensive application deployment
- Applications that require faster storage response and higher IOPS
- Inefficient orchestration and cumbersome network automation
- Complex multitenancy support
- Transitioning workloads to cloud data centers

Operational Challenges

- Cutting energy consumption
- Improving asset utilization
- Simplifying complex, time-consuming provisioning cycles
- Ensuring ongoing system and application integrity, and availability
- Supporting growth of Internet of Everything (IoE) device data

ONESource value proposition

ONESource for your FlexPod Solution:
Partner with Comstor and drive growth and success



Make it easy to sell converged infrastructure solution:

- You place a single purchase order for a single FlexPod SKU.
- Management of deal registrations across NetApp and Cisco.
- Access to dedicated solution architects with NetApp and Cisco certifications who build a Bill of Materials to suit the end user's needs



ONESource give you the opportunity to Expand your business

- Leverage our Cisco and NetApp capabilities and attract a new range of customers



Consolidated delivery – don't track parts, don't track different deliveries.







Westcon-Comstor services – Scale your FlexPod quickly and easily, Comstor can deliver services ranging from initial scoping and workshopping, implementation and post implementation.



Westcon-Comstor FlexPod Finance – do your customers want affordable monthly payments rather than an initial outlay? Move that capex to opex with Westcon-Comstor FlexPod Finance

Flexpod solution family

Multiple categories for different customers and users

	FlexPod Express > 	FlexPod Datacenter > 	FlexPod Select > 	FlexPod SolidFire > 
Environment	Mid-sized business and branch office	Enterprise and service provider class	Technical and high-performance computing	Next generation Data Center
Typical Workloads	Microsoft Hyper-V, VMware, shared	Leading business applications: Microsoft, Oracle, SAP	Big data analytics, Hadoop, Oracle RAC, dedicated workloads	Next generation workloads, DevOps workflows or OpenStack environments
Scale	Hundreds of users	Thousands of users	Thousands of users	Thousands of users

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?

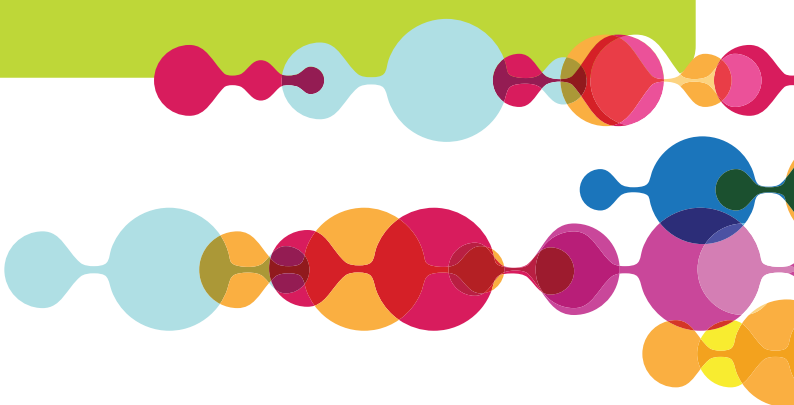
3. Overcome objections

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?”



For more information about FlexPod and ONESource please contact the Westcon-Comstor FlexPod Team on 09 415 6220 and nz.sales@westcon.com

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