

Ultimate Test Drive (UTD)

What is a UTD?

- A half-day workshop developed to advance prospects to the evaluation stage of the sales cycle
- Provides a number of hands-on scenarios within the Palo Alto Networks SOC
- Highlights the end user benefits of switching to a Palo Alto Networks solution

I'm a partner, who should I target a UTD to?

A customer who:

- Is already aware of the Palo Alto Networks story and the key differentiators
- Is looking to compare features and functionality to their legacy equipment
- Is a technical practitioner or key budget decision maker (Security Manager, IT Manager, IT Director etc)

How do I run a UTD?

By working in conjunction with Westcon and our presales team, we can facilitate and deliver a UTD to your chosen audience as part of your new business sales plan. We have a European demo pool of NGFWs made readily available for use.



Why should I run a UTD?



Expose existing customers to new products and solutions



Help alleviate the fear of switching from a competitive firewall



Highlights Palo Alto Networks against competitive products



Accelerates evaluation and pipeline - excellent for sales enablement and demand generation

Palo Alto Networks report that 60% of participants request an evaluation following a UTD.



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