

# YES PLAYS YOUR ENABLEMENT FOR SUCCESS

- Modernize Infrastructure -



Connecting the 5 Lifecycle Stages of an opportunity across Hybrid Cloud,  
Networking and Data Center

**eGroup**  
ENABLING TECHNOLOGIES

# Active, Consistent, & Frequent

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## What Is A YES (Your Enablement For Success) Play

At eGroup Enabling Technologies, the **YES Play** is designed to connect the 6 stages of the sales lifecycle into a consistent and repeatable sales motion that allows us to:

- ✓ Create consistent pipeline for solutions in our focus portfolio
- ✓ Convert that pipeline into qualified sales leads
- ✓ Deliver consistent and repeatable presales and post-sales engagements that encourage efficiency, automation, and high-quality outputs
- ✓ Connects valuable recurring services opportunities to everything we sell

## All While Helping You To Understand The Following-

- ✓ “Who” would buy this, “Who” should I be speaking to?
- ✓ “Why” do organizations adopt or use these solutions?
- ✓ “What” are the features and benefits of these solutions?

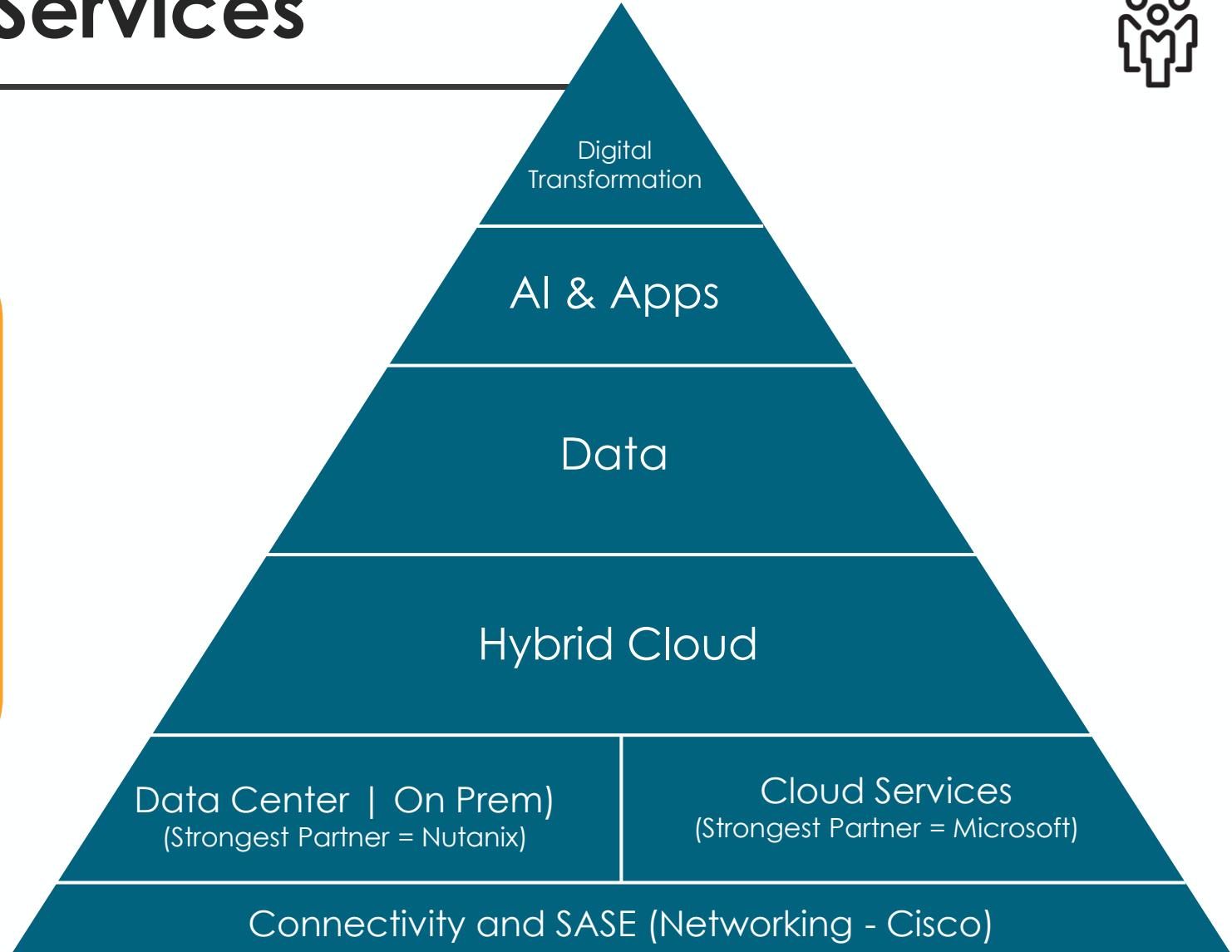
# Sales Lifecycle Stages

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- **Generate Pipeline (MQLs)** - Create & Qualify a Lead
  - Generate marketing qualified leads (MQL) through our partner channel, eGroup events, social media, website, and digital presence.
  - Generate sales qualified leads (SQL) by further developing MQLs and our direct marketing efforts from our Sales Development Reps (SDR) through campaigns, direct dial, and social.
- **Readiness** - Assess, Plan & Present a Roadmap
  - Conduct standardized engagements with consistent outputs to assess customer needs and present valuable and actionable solutions.
  - Deliver a standardized presentation of findings that addresses the customer needs and includes:
    - Supporting data from the assessment
    - Actionable Next Steps – Statement of Work (SOW)
    - Summary Solution Cost / Total Cost of Ownership (TCO)
    - Summary of Managed Services including Scope and Price
- **Validate** - POC / Pilot a Solution
  - Test the value and capability of the solution with a pilot engagement. Skip directly to implementation if not required
- **Implementation**
  - Implement the solution for the client and confirm value
- **Manage & Optimize**
  - Secure Recurring Services, such as Managed Services Provider Agreement (MSPA), MSSP, Partner Support, and CSP

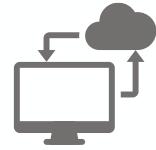
# Selling Solutions + Services



**Customer Relevance = Customer Value = Services-led Solutions for Digital Transformation**

# YES Play Quick Links

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- [Modern Data Center \(Nutanix & Pure Storage\)](#)



- [Modern Data Protection \(Rubrik & Cohesity\)](#)



- [Disaster Recovery \(Zerto\)](#)



- [Connectivity and Networking \(Cisco\)](#)

# Modern Data Center- Nutanix & Pure Storage



“Ask”

“Say”

“Do”

Key Asks:

Hyper Converged Infrastructure (HCI)

1. Are you currently using or evaluating a hyperconverged architecture to consolidate compute, storage, and virtualization?
2. How are you planning to scale infrastructure for new workloads—by adding nodes, racks, or cloud capacity?

Hybrid Cloud / Cloud Extension

1. What workloads are candidates for moving to the cloud via solutions like Azure VMware Solution or Nutanix NC2?
2. Are you looking to avoid re-platforming or re-architecting workloads as part of a cloud strategy?

Data Protection & Ransomware Resilience

1. Do you currently use immutable backups or logical air-gapping to recover from ransomware?
2. How confident are you in your ability to recover quickly and cleanly after an attack failure?

Unstructured Data Management

1. How are you managing unstructured data across departments—do you have a strategy for file/object storage sprawl?
2. Are your file services scaling with user demand, or do you face performance/storage bottlenecks?

Operational Simplicity

1. How are you handling infrastructure automation, updates, and day-two operations today?
2. Are you consolidating toolsets, or still managing virtualization, storage, and backup platforms separately?

What are common responses to this question?

1. My servers & storage are on different refresh cycles
2. I don't want to put all my eggs in one basket
3. Some workloads in the cloud, but not ready to fully adopt

How do you handle these objections?

1. Simplified Deployments and Mgt
2. Scalability & increased data resilience
3. Automated Updates/Upgrades
4. On-prem cloud-like experience

Key Do's - What talk track do you use to tee-up the next action?

1. Modern Data Center Assessment
2. Co-sell with the Nutanix Account team

Optional Do's:

1. Technology Strategy Review
2. Co-sell with the Pure Account team

# Modern Data Center

YES PLAYS  
YOUR ENABLEMENT FOR SUCCESS

Create Lead  
0% **IDENTIFY VALUE**

Qualify Lead  
10%  
Assess, Plan, and Present Roadmap  
20% - 40% **CREATE VALUE**

Pilot Solution  
60%

Implement  
80% **REALIZE VALUE**

Secure Recurring  
Services

**Who** = IT Manager, IT Architect, CIO,  
Data Center Manager, Infrastructure

**Why** = Data Locality, Increased System Performance,  
Continuity of Processes

**What** = Ease of Management in one  
Intelligent Interface

## Generate Pipeline (MQLs)

### Activity & Deliverables

- Targeted Modern Data Center Offers:
- Nutanix
  - [Nutanix Hybrid Cloud \(AHV\)](#)
  - [Nutanix Unified Storage](#)
  - [Nutanix Flow Network Security](#)
  - [Nutanix Disaster Recovery](#)
  - [Nutanix Database Services](#)
- Pure Storage
  - [Unified Computing System \(UCS\) – Servers, Fabric Interconnects](#)
- Email Campaigns
- Events (Virtual / In-Person)
- [Blogs](#)
- [One-Pagers](#)
- [Microsoft Marketplace](#)
- [Events on Demand](#)
- Co-sell with [Nutanix](#) & [Pure](#) Partner Team

- Success Stories**
- [Case Studies](#)
  - [Win Wires](#) (Confidential not customer facing)
  - [Lookbooks](#)
  - [Services Catalog](#)

## Readiness

### Key Play Opportunities

- [Modern Data Center Assessment](#)
- [Technology Strategy Review](#)
- [Strategic Advisory Services](#)

### Deliverables

- Assessment / Workshop Documentation
- Roadmap Plan(s)
- Hardware / Software Requirements
- Total Cost of Ownership (TCO)
- Actionable Migration Plan and SOW

### Certifications

- [Nutanix](#) Premier Partner
- [Nutanix](#) 2021 Global Portfolio Partner of the Year
- [Pure Storage](#) Referral Partner

## Validate

- [Secure POC of Readiness Offers](#)

- OR -

- [Go straight to Implementation of Readiness Offers](#)
- [Present value of Manage & Optimize](#)
- Present Value of Security Operations ([Arctic Wolf](#))

### Documents

- SOW Templates
- Existing Designs & Documentation
- Executive Summary Presentation Template

## Implementation

- [Implementation of Readiness Offers](#)

- Signed Product Quote

- Partnering with [Nutanix](#) AE to drive to close

- Partnering with [Pure Storage](#) AE to drive to close

## Manage & Optimize

- [Enabled Nutanix \(MSPA\)](#)
- [Enabled Infrastructure \(MSPA\)](#)
- [Enabled Networking \(MSPA\)](#)
- [Unified Services Block \(USB\)](#)

### Partner Certifications

- [Nutanix](#) Premier Partner
- [Pure Storage](#) Referral Partner

### Investments & Profitability

- [Nutanix](#) MDF, targeted lists, and SDR call campaigns
- 2021 [Nutanix](#) Global Portfolio Partner of the Year

- Presales & Deal Registration with [Nutanix](#)
- Deal Registration with [Pure Storage](#)

- [Arctic Wolf](#) Deal Registration

- Registration / Rebates

# Modern Data Center



**Hybrid Cloud Architecture:** Combines on-premises, private cloud, and public cloud services for a flexible and scalable IT infrastructure.

**Unified Management:** A single platform to manage applications and data across various environments, including on-premises, edge, and cloud.

**Seamless Integration:** Native integration with public clouds for a cohesive and unified operational experience.

## FEATURE



**Operational Agility:** Enhances efficiency with seamless app and data migration, management, and security across multiple clouds.

**Cost Optimization:** Reduces total cost of ownership with simplified management, automation, and optimized consumption.

**Security and Resilience:** Built-in security features thwart cyber threats, safeguard data, and ensure uninterrupted business operations.

## BENEFIT



**Digital Transformation Acceleration:** Enables faster workload movement between clouds without the need to refactor or replatform applications, thus accelerating digital transformation efforts.

**Workload Portability:** Provides total portability for all workloads without refactoring, ensuring optimal placement of every workload today and in the future.

**Strategic Flexibility:** Offers the strategic flexibility to run any application, anywhere, which is crucial for adapting to changing business needs.

## VALUE

# Modern Data Protection- Rubrik & Cohesity



“Ask”

**Key Asks:**

1. How are you protected from Ransomware?
2. What would you do if you had to recover everything right now?
3. What do you do for backups on Microsoft 365?

**Follow up Asks:**

1. What is your organizational policy on data protection and where do you store it?
2. If you had to recover everything right now, how would you do it?
3. How quickly are you able to recover all your data in the wake of an attack?
4. How does your current backup solution transfer / align with a move to the public cloud?
5. How much time is dedicated to checking / managing backups? What would you do if that time was freed up?

“Say”

**What are common responses to this question?**

1. We are not leveraging the cloud to archive/replicate our Backups
2. We use multiple tools/solution (defense-in -depth) across our entire environment
3. We would have to restore from backups or rebuild

**How do you handle these objections?**

1. Azure is a very cost-effective way to store archives in very inexpensive Cloud storage tiers (Cold/Warm/Hot) and ensure backups are replicated, protected, and offsite
2. An immutable backup solution helps ensure recovery from ransomware attacks by ensuring you always have a clean backup
3. Modern Data Protection Solutions provide full visibility and protection for all your data no matter where it resides through a single interface

“Do”

**Key Do's - What talk track do you use to tee-up the next action?**

1. Modern Data Protection Assessment
2. Co-sell with the Microsoft account team
3. Co-sell with Rubrik / Cohesity Account team with Cloud Integrations
4. Demo
5. Azure + Rubrik / Cohesity POC / POC Discovery

**Optional Do's:**

1. Azure Assessment

# Modern Data Protection

YES PLAYS  
YOUR ENABLEMENT FOR SUCCESS

Create Lead  
0% **IDENTIFY VALUE**

Qualify Lead  
10%  
Assess, Plan, and Present Roadmap  
20% - 40% **CREATE VALUE**

Pilot Solution  
60%  
Implement  
80% **REALIZE VALUE**

Who = IT Manager, IT Architect,  
Security Director, CSO, CIO

Why = Data Protection from Ransomware, Protection and  
Quick Recovery from Cyber threats

What = Added Security & Flexible  
Capabilities

## Generate Pipeline (MQLs)

- Targeted Modern Data Protection Offers:
  - [Data Protection \(Rubrik\)](#)
  - [Data Protection \(Cohesity\)](#)
- Email Campaigns
- Events (Virtual / In-Person)
- [Blogs](#)
- [One-Pagers](#)
- [Microsoft Marketplace](#)
- [Events on Demand](#)
- Co-Sell with Microsoft Account Team
- Co-sell with [Rubrik](#) Partner Team (Azure + M365)
- Co-sell with [Cohesity](#) Partner Team (Azure)
- Referral / Funnel Share with Microsoft

- Success Stories**
- [Case Studies](#)
  - [Win Wires](#) (Confidential not customer facing)
  - [Lookbooks](#)
  - [Services Catalog](#)

## Activity & Deliverables

## Readiness

### Key Play Opportunities

- [Hybrid Cloud Backup Assessment](#)
- [Modern Data Protection Assessment](#)
- [Strategic Advisory Services](#)
- [Technology Strategy Review](#)
- [Incident Response Tabletop Exercise](#)

### Deliverables

- Workshop / Assessment Findings
- Cloud Enablement
- Data Protection Strategy
- Cost + Capability Analysis
- [Microsoft Azure Pricing Calculator](#)

### Certifications

- Microsoft Advanced Specialization – Infra and Database Migration to Microsoft Azure
- Microsoft Azure Infra Solution Partner
- [Cohesity](#) Professional Services Authorization for Data Protection Partner
- [Cohesity](#) Preferred Partner
- [Rubrik](#) Elite Partner

## Validate

### Secure POC of Readiness Offers

- OR -

- [Go straight to Implementation of Readiness Offers](#)
- [Present value of Manage & Optimize](#)
- Present Value of Security Operations ([Arctic Wolf](#))

### Documents

- SOW Templates
- Existing Designs & Documentation
- Executive Summary Presentation Template
- Managed Services

## Implementation

### Signed Product Quote

- [Implementation of Readiness Offers](#)
- Secure CSP
- Secure PAL Association (Azure)
- Partner with Microsoft, [Rubrik](#), or [Cohesity](#) AE to drive close
- [Arctic Wolf](#) Silver Pack Partner

- [ThreatDefender MXDR MSSP](#)
- [Enabled Data Protection \(MSPA\) \(Rubrik / Cohesity\)](#)
- [Unified Services Block \(USB\)](#)

## Partner Certifications

- [Cohesity](#) Professional Services Authorization for Data Protection Partner
- [Cohesity](#) Preferred Partner
- [Rubrik](#) Elite Partner
- Microsoft Advanced Specialization – Infra and Database Migration to Microsoft Azure
- Microsoft Azure Infra Solution Partner

- PAL Incentives (Azure)
- CSP Incentives (Azure)
- [Cohesity & Rubrik](#) Deal Registration & Rebates

## Investments & Profitability

- [Rubrik](#) events & targeted lists
- [Cohesity](#) events & targeted lists

- Presales with [Rubrik](#)
- Presales with [Cohesity](#)
- ECIF Funding (Azure)

- Azure Accelerate Partner Led Deployment Funding
- ECIF Funding (Azure)
- [Rubrik](#) Deal Registration / Rebates
- [Cohesity](#) Deal Registration / Rebates
- [Arctic Wolf](#) Deal Registration

# Modern Data Protection



Comprehensive data protection with seamless integration across cloud, services, and data center that ensures your data is secure, accessible, and recoverable.

**FEATURE**



Reduce your risk of data loss while ensuring data compliance with policy-driven, automated, and a simple to use platform.

**BENEFIT**



Enhanced data security and reduced operational overhead related to compliance and protection/recovery.

**VALUE**

# Disaster Recovery- Zerto



## “Ask”

### Key Asks:

1. If you had to recover everything right now, how would you do it?
2. Do you have a disaster recovery plan in place and how often do you test it?

### Follow up Asks:

1. What are the threats that have informed your disaster recovery process?
2. Is your disaster recovery policy written down and available to the entire organization and understood?
3. What does it cost you to operate and maintain a 2<sup>nd</sup> data center? When are those contracts due?
4. How much money would you lose if you were down for a day?
5. How does your current solution orchestrate your applications being put back together properly in a failover scenario?
6. If you suffered an outage, how far back would you have to go to recover your most mission critical systems and is that satisfactory?

## “Say”

### What are common responses to this question?

1. Building a comprehensive BCDR Plan is very expensive
2. We already have our data backed up
3. We haven't experienced any outages
4. Our business is okay with some downtime

### How do you handle these objections?

1. With replication to Azure, you get to take advantage of the economics of the cloud, only paying for storage until you failover, where RAM/CPU come into play
2. Backup is simply a copy of your data. DR is the ability to meet RPO/RTO with instant recovery of your systems
3. It's not a matter of if, it is a matter of when
4. A Recovery Time Objective (RTO) refers to how quickly your operations can return to normal after a data disaster has taken place. A Recovery Point Objective (RPO), on the other hand, refers to how much data you are able to restore.

## “Do”

### Key Do's - What talk track do you use to tee-up the next action?

1. Technology Strategy Review
2. Disaster Recovery Assessment
3. Co-sell with the Microsoft account team
4. Co-sell with Zerto & Nutanix Account team

### Optional Do's:

1. Azure Assessment
2. Azure + Zerto POC Discovery

# Disaster Recovery

YES PLAYS  
YOUR ENABLEMENT FOR SUCCESS

Create Lead

0%

**IDENTIFY VALUE**

Qualify Lead

10%

Assess, Plan, and Present Roadmap

20% - 40%

**CREATE VALUE**

Pilot Solution

60%

Implement

80%

**REALIZE VALUE**

Secure Recurring

Services

**Who** = IT Manager, IT Architect, Security Director, CSO, CIO

**Why** = Continuous Data Protection (CDP), Always-on Replication, and a low Recovery Time (RTO)

**What** = Resilient & Resume operations with minimal downtime

## Generate Pipeline (MQLs)

- Targeted Disaster Recovery Offers:
  - [Disaster Recovery \(Zerto\)](#)
- Email Campaigns
- Events (Virtual / In-Person)
- [Blogs](#)
- [One-Pagers](#)
- [Microsoft Marketplace](#)
- [Events on Demand](#)
- Co-sell with the [Zerto](#) Partner Team
- Co-Sell with Microsoft Account Team

- Success Stories**
- [Case Studies](#)
  - [Win Wires](#) (Confidential not customer facing)
  - [Lookbooks](#)
  - [Services Catalog](#)

## Readiness

### Key Play Opportunities

- [Disaster Recovery Assessments](#)
- [Hybrid Cloud Backup Assessment](#)
- [Strategic Advisory Services](#)
- [Technology Strategy Review](#)
- [Incident Response Tabletop Exercise](#)

### Deliverables

- Workshop / Assessment Findings
- Cloud Enablement
- Disaster Recovery Strategy
- Cost + Capability Analysis
- [Microsoft Azure Pricing Calculator](#)

### Certifications

- [Zerto](#) Silver Partner
- Microsoft Advanced Specialization – Infra and Database Migration to Microsoft Azure
- Microsoft Azure Infra Solution Partner

## Validate

- [Secure POC of Readiness Offers](#)

- OR -

- [Go straight to Implementation of Readiness Offers](#)
- [Present value of Manage & Optimize](#)
- Present Value of Security Operations ([Arctic Wolf](#))

### Documents

- SOW Templates
- Existing Designs & Documentation
- Executive Summary Presentation Template
- Managed Services

## Implementation

- Signed Product Quote
- [Implementation of Readiness Offers](#)
- Secure CSP
- Secure PAL Association (Azure)
- Partner with Microsoft and [Zerto](#) AE to drive close
- [Arctic Wolf](#) Silver Pack Partner

## Manage & Optimize

- [ThreatDefender MXDR MSSP](#)
- [Enabled Disaster Recovery \(MSPA\) \(Zerto\)](#)
- [Unified Services Block \(USB\)](#)

### Partner Certifications

- [Zerto](#) Silver Partner
- Microsoft Advanced Specialization – Infra and Database Migration to Microsoft Azure
- Microsoft Azure Infrastructure Solution Partner

## Activity & Deliverables

- [Zerto](#) events & targeted lists

- Presales with [Zerto](#)

- [Zerto](#) Deal Registration / Rebates
- [Arctic Wolf](#) Deal Registration

- PAL Incentives (Azure)
- CSP Incentives (Azure)
- [Zerto](#) Deal Registration & Rebates

## Investments & Profitability

# Disaster Recovery



Continuous data protection with near zero RPOs (Recovery Point Objectives) and RTOs (Recovery Time Objectives) from VMware to Microsoft Azure.

**FEATURE**



Reduce disaster recovery data center costs while simplifying disaster recovery processes, enable rapid and efficient data recovery, minimize downtime, and ensures data integrity.

**BENEFIT**



Reduce your overall total cost of ownership (TCO), accelerate cloud migration while reducing recovery times, simplifying management, and achieving a decreased risk of data loss.

**VALUE**

# Connectivity & Networking- Cisco



"Ask"

## Key Asks:

### Data Center Networking (Nexus)

1. Are you using Cisco Nexus for your spine-leaf or core switching fabric?
2. Do you have automation or policy-driven segmentation in your data center (e.g., with NX-OS, ACI, or EVPN-VXLAN)?
3. Are you running multiple environments (prod, dev, DR) and how are they segmented and secured?

### Campus & Branch Networking

1. Are your LAN and wireless infrastructures consistent across all locations?
2. Are you consolidating management into Catalyst Center or Meraki Dashboard for end-to-end visibility?

### WAN & Edge (SD-WAN)

1. How are you managing branch site connectivity—MPLS, DIA, or SD-WAN?
2. Do you need to optimize traffic to cloud apps like Microsoft 365 or Salesforce?

### Performance & Visibility

1. Are you using tools like Cisco ThousandEyes or AppDynamics to gain insights into SaaS, hybrid apps, and network paths?
2. Do you currently struggle with identifying root cause across users, devices, and network layers?

### Automation & Policy Enforcement

1. Are you leveraging automation in the data center with tools like DCNM or ACI?
2. How do you handle firmware upgrades, policy changes, or ACLs across multiple devices and locations?

"Say"

## What are common responses to this question?

1. We are very reactive we don't know where we have issues.
2. We have insufficient networks to support our disaster recovery.

## How do you handle these objections?

1. When was the last time you evaluated exactly what you have and how old / supported it is?
2. How does the experience differ today considering most businesses are now hybrid work environments? Does this change your strategy and how you support your users?

"Do"

## Key Do's - What talk track do you use to tee-up the next action?

1. Network Assessment
2. Technology Strategy Review
3. Cost / Capacity assessment

## Optional Do's:

1. Understand what the current environment has and how long it has been in place. How is it keeping up with the needs of the business.
2. POC's and Demos for next actions

# Connectivity & Networking

YES PLAYS  
YOUR ENABLEMENT FOR SUCCESS



Who = IT Manager, IT Architect, CIO, Data Center Manager, Infrastructure

Why = Data Locality, Increased System Performance, Continuity of Processes

What = Ease of Management in one Intelligent Interface

## Generate Pipeline (MQLs)

- Targeted Connectivity / Networking Offers:
  - [Campus / Enterprise Networking](#)
    - [Route / Switch \(Catalyst / ISR / ASR\)](#)
    - [Wireless](#)
  - [Datacenter Networking](#)
    - [Cisco Nexus & MDS](#)
    - [Catalyst / Integrated Services Router \(ISR\) / Aggregation Services Router \(ASR\)](#)
    - [Unified Computing System \(UCS\) – Servers, Fabric Interconnects](#)
  - [Blogs](#)
  - Co-Selling with [Cisco](#) Account Team
  - [One-Pagers & Events on Demand](#)

- Success Stories**
- [Case Studies](#)
  - [Win Wires](#) (Confidential not customer facing)
  - [Lookbooks](#)
  - [Services Catalog](#)

- [Cisco / Ingram Enablement Credits](#)

## Readiness

### Key Play Opportunities

- [Modern Data Center Assessment](#)
- [Cybersecurity Health Check](#)
- [Technology Strategy Review](#)

### Deliverables

- Assessment / Workshop Documentation
- Roadmap Plan(s)
- Hardware / Software Requirements
- Total Cost of Ownership (TCO)
- Actionable Migration Plan and SOW

### Certifications

- [Cisco Provider Partner](#)

## Validate

### Secure POC of Readiness Offers

- OR -

- [Go straight to Implementation of Readiness Offers](#)
- [Present value of Manage & Optimize](#)

### Documents

- SOW Templates
- Existing Designs & Documentation
- Executive Summary Presentation Template
- Managed Services

## Implementation

- Signed Product Quote

### Implementation of Readiness Offers

- Partnering with Cisco AE to drive to close

## Manage & Optimize

- [Enabled Networking \(MPSA\)](#)

### Unified Services Block (USB)

### Partner Certifications

- [Cisco Provider Partner](#)

## Activity & Deliverables

## Investments & Profitability

- [Cisco Deal Registration](#)

- [Cisco Deal Registration](#)

- [Cisco Rebates](#)

# Connectivity & Networking



**Automation and Simplification:** Automated workflows for quick configuration and provisioning of new devices according to network policies.

**Intelligent Access Control:** Utilizes AI / ML to identify and classify endpoints, implement security policies, and prioritize critical alerts.

**Health Insights:** Offers telemetry data and management tools for insights into Client, network, and application health.

**Scalable Infrastructure:** Simplifies scalability with flexible router-port configuration and easy activation of ports as needed.

**FEATURE**



**Reliability:** Cisco networking solutions are known for their dependability, ensuring smooth operation and reducing costly downtime.

**Advanced Security:** Continuously counters evolving cyber threats with advanced features to protect the network and data.

**Scalability:** Adapts to business growth, ensuring the network can meet new challenges and opportunities flexibly.

**BENEFIT**



**Operational Excellence:** Cisco's networking products and solutions are designed to keep users happy and business running smoothly, contributing to peace of mind.

**Cost Efficiency:** Cisco customers often experience significant reductions in network provisioning costs and the cost of resolving networking issues.

**Strategic Flexibility:** Cisco's principles of interoperability, resilience, and security ensure that businesses can build a network infrastructure that supports long-term growth and adaptation to future needs.

**VALUE**

# Who We Partner With



Microsoft



Nutanix



Cisco / Meraki



Rubrik



Cohesity



Zerto



Arctic Wolf



Nerdio



AudioCodes



Enghouse



Intrado



Poly / HP



Quest



Broadcom / VMware



Omnissa



Pure Storage



EMC



Dell



Lenovo



HPE



Veeam



Varonis

## Term and Acronym Definitions

Term	Description
SMC	Small & Medium Corporate Accounts. Microsoft uses this to define businesses that are approximately 300-3,000 users and are "managed accounts"
EOU	Enterprise Accounts. Microsoft uses this to define the larger accounts in their portfolio. EOU accounts are "managed accounts" and have dedicated account teams
SMB	Small, Medium, Business Accounts. Microsoft uses this to define businesses that are smaller and not managed, sometimes also referred to as a Partner-Led account.
M365	Microsoft 365 - The suite of solutions that encompasses Office 365, Security, and Endpoint Management tools for the Microsoft Productivity Cloud
Co-Sell	A Microsoft engagement involving a third-party solution that drives Microsoft Cloud such as Rubrik, Cohesity, Zerto, etc. Co-Sell engagements are designated inside of Partner Center and Microsoft Sales Teams earn additional quota retirement based on them.
MQL	Marketing Qualified Lead - owned by Marketing that comes through the funnel as part of a unique HubSpot sequence.
SQL	Sales Qualified Lead - owned by our frontline sellers - our Account Executives - and it's a process that takes a new MQL that was produced by Marketing and begins shaking it down to evaluate it around the B/A/N/T (budget, authority, need, and the timeline) principles to ensure that we can move forward
SOW	Statement of Work - A document describing the work to be performed, the outcome, and the price for an eGroup services engagement
Advanced Specialization	Highest level Microsoft Certification Program that allows access to additional funding programs such as AMM
AMM	Azure Migration and Modernization Program - Additional funding, tools, and Azure credits for each of eGroup Enabling's Advanced Specializations.
Modern Workplace	Microsoft Term utilized to describe Microsoft 365 sellers and the overall portfolio of end user productivity solutions
ECIF	End Customer Incentive Funds - Microsoft funding for select presales and post-sales initiatives that is available by working directly with the Microsoft account team. ECIF is often for engagements that do not have other programs clearly defined or where larger investments are needed for larger opportunities.
CSP	Cloud Solution Provider - This is a licensing program that allows eGroup Enabling to sell and support Microsoft Azure and Microsoft 365 licenses to the customer
CPOR	Claimed Partner of Record - This is a Microsoft attribution program that designates eGroup   Enabling as the partner who assisted in the deployment of specific Microsoft 365 workloads. Attribution needs to be done prior to activation of licenses for incentives. Incentives are based on number of seats activated.
PAL	Partner Admin Link - Contrary to the name, this has nothing to do with admin access. PAL designation is a way for Microsoft to attribute specific workloads in Microsoft Azure to the partner that helped deploy them. This is required to receive scorecard credit as well as backend incentives.

## Term and Acronym Definitions Cont...

Term	Description
SaaS	Software as a Service
Documentation Templates	Created and Managed by the eGroup Enabling Sales Engineering team. These are pre-built documentation templates that are used as deliverables for any engagement that has a SOW Template.
BANT	Budget, Authority, Need, and Timeline: Do they have the ability to spend? Do they have the authority to make the purchase? Does the lead (need) have an urgent problem? Do we know a timeframe?
FTOP	Fasttrack Orchestrations Operations Portal -
FRP / FTP	FastTrack Ready Partner Program - Microsoft Free benefit to qualifying customers that helps to drive adoption of Microsoft Office 365 Solutions
EA	Enterprise Agreement - This is a Microsoft licensing program where a Licensing Services Provider (LSP) resells Microsoft licensing on a 3-Year agreement.
MSPA	Managed Services Provider Agreement - An eGroup Enabling Managed Services Agreement that defines how and what responsibilities we will take in managing a client's environment on their behalf
Co-Op	Microsoft program that pays a percentage of CSP revenues back to the partner to use for technical enablement, solution development, and marketing/demand gen activities
CAF	Cloud Adoption Framework - a proven guidance that is designed to help you create and implement the business and technology strategies necessary for organizations to succeed in the cloud.
Success Engagement	A Microsoft engagement that is registered within partner center and is utilizing a formal program such as the solution assessment program. These are measured engagements where partners are scored based on volume. High volumes allow for the partner to be invited to future programs.
MFE	Manufacturer Funded Engagement - engagement funds that are provided by a manufacturer program, rebate, etc. Our goal is to convert MFE to CFE within 90 days of the MFE win date (the date the project was one, not finished).
CFE	Client Funded Engagement - engagement funds that are provided by the client.
Azure Landing Zone	The output of a multi-subscription Azure environment that accounts for scale, security governance, networking, and identity. Azure Landing Zones enable application migration, modernization and innovation at enterprise-scale in Azure.

Term	Description
HCI	Hyper-Converged Infrastructure - combines compute, virtualization, storage, and networking in a single cluster.
VLAN	Virtual Local Area Networks - VLANs allow for the segmentation and isolation of network traffic based on criteria such as function, department, or security requirements
Subnet	A portion of a larger network that has been divided or segmented into smaller networks.
SAN	Storage Area Network - A specialized network architecture that enables the connection of storage devices to servers and other computing resources
NAS	Network Attached Storage - A storage device or system that is dedicated to providing file-level data storage and access to multiple clients or users over a network.
FC	Fibre Channel - A high-speed network technology used to connect storage devices, such as disk arrays and tape libraries, to servers.
iSCSI	A network protocol that allows the transmission of SCSI (Small Computer System Interface) commands over an IP (Internet Protocol) network.
FWaaS	Firewall as a Service - moves firewall protection to the cloud instead of the traditional network perimeter.
IaaS	Infrastructure as a Service
SWG	Secure Web Gateway - is a web security service that filters unauthorized traffic from accessing a particular network.
CASB	Cloud access security broker - is a SaaS application that acts as a security checkpoint between on-premises networks and cloud-based applications and enforces data security policies.
ZTNA	Zero Trust Network Access - is a set of consolidated, cloud-based technologies that operates on a framework in which trust is never implicit and access is granted on a need-to-know, least-privileged basis across all users, devices, and applications.
SD-WAN	Software-defined wide area network - is an overlay architecture that uses routing or switching software to create virtual connections between endpoints, both physical and logical.
SASE	Secure Access Service Edge - an emerging cybersecurity concept that was first described by Gartner