

Branch SteelHead CX Battlecard

ELEVATOR PITCH

Why did our customers initially buy SteelHead?

The norm used to be that enterprise applications ran on servers in centralized data centers, delivered to users in branch offices over MPLS networks. To minimize the pain caused by then expensive bandwidth, latency and data congestion over distance, Riverbed revolutionized WAN Optimization and our customers bought it because it was the best-in-class at solving their pain.

What has changed?

Today, enterprises have evolved from MPLS-only networks, becoming **digital businesses with multi-cloud environments, hybrid networks, and an over-abundance of SaaS, cloud, and on-prem applications.**

Employee behavior has also changed with the advent of **increasingly dynamic and mobile workforces** that access apps 24x7 over changing network conditions. In today's fast-paced and competitive world, the ability for workforces to access applications anywhere and anytime is critical for business success.

The foundational principles that formed the basis for WAN Optimization continue to impact the way users experience applications.

Today's SteelHead is engineered for fast, seamless network integration with any modern enterprise architecture, making it EASY to assure fast, secure, agile delivery of any application or to anyone, anywhere.

MACRO TRENDS

SaaS/Cloud Apps are becoming more pervasive which creates need for latency improvements.

- The largest segment of the cloud market, SaaS represents an **\$103.5B in 2019 ~ Gartner**
- **73%** of organizations say **80%+** of their apps will be SaaS by 2020 ~ Enterprise Strategy Group 2019
- **83%** of Enterprise workloads will be in the Cloud by 2020

Primary buying team

Today's enterprise selling requires a breadth of relationships across influencers. For Application Acceleration, the most likely include:

- Network Manager/Architect
- Director/VP I&O
- Cloud Architect
- Application Owner (O365, Salesforce, SvcNOW, other SaaS or cloud workloads, traditional apps...)

KEY USE CASES – Defend and Extend Base

This is an opportunity to shift the conversation from data center apps, MPLS links and legacy branch offices to a modern offering that helps ensure the user experience of the apps they are most using today is a productive one, whether they're in an office or on the road.

Essentials: Bandwidth Arbitrage

Standard: Essentials + Data Center + App Acceleration (SaaS, Cloud)

Enterprise: Standard + Replication + FIPS + SC Integration



QUALIFYING QUESTIONS

Initial research:

- What SH inventory does this customer have?
- How did they use SH and what apps were getting accelerated? Has their need evolved?
- Are SteelHeads deployed across all of their sites?
- Who has traditionally been our main contact for WAN Optimization? Who else do we need to know?
- Understand the lay of the land. How large/distributed is the organization? What does their workforce look like?

Build a relationship and probe over time:

- What are their business priorities? (how can a positive employee experience impact outcomes?)
- What is their digital strategy? What apps are driving their business today? (SaaS, Cloud workloads, other)
- How does the performance of these apps impact business outcomes?
- Who uses these apps everyday and for what purpose? Are they accessing business apps from offices or other places to do their work?
- What keeps them up at night? What are the challenges the come with keeping applications performance for everywhere?

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SteelHead CX x80 At-a-Glance

xx70 vs xx80 Pricing and Performance

Refresh upgrades customer experience

xx70

xx80

BW	70 HW SKU	HW	SW SKU	LIC	System Price	80 HW SKU	BW	HW List	Tier	SW SKU	SW List	System List
10	CXA-00570-B120	\$7,445	LIC-CXA-570-L	\$800	\$8,245	CXA-0580-B010	50	\$1,395	Essentials	LIC-CXA-0580-T1	\$2,600	\$3,995
10		\$7,445	LIC-CXA-570-M	\$2,800	\$10,245				Standard	LIC-CXA-0580-T2	\$5,600	\$6,995
10		\$7,445	LIC-CXA-570-H	\$4,300	\$11,745				Enterprise	LIC-CXA-0580-T3	\$8,600	\$9,995
20	CXA-00770-B120	\$11,950	LIC-CXA-770-L	\$1,295	\$13,245	CXA-0780-B010	100	\$1,995	Essentials	LIC-CXA-0780-T1	\$5,000	\$6,995
20		\$11,950	LIC-CXA-770-M	\$3,295	\$15,245				Standard	LIC-CXA-0780-T2	\$11,000	\$12,995
30		\$11,950	LIC-CXA-770-H	\$8,295	\$20,245				Enterprise	LIC-CXA-0780-T3	\$14,000	\$15,995
50	CXA-03070-B120	\$24,245	LIC-CXA-3070-L	\$2,500	\$26,745	CXA-03080-B010	200	\$3,495	Essentials	LIC-CXA-3080-T1	\$13,500	\$16,995
100		\$24,245	LIC-CXA-3070-M	\$13,500	\$37,745				Standard	LIC-CXA-3080-T2	\$24,500	\$27,995
100		\$24,245	LIC-CXA-3070-H	\$26,000	\$50,245				Enterprise	LIC-CXA-3080-T3	\$36,500	\$39,995

NEW Tiered Pricing

	Essentials	Standard	Enterprise
Description	Good enough WANOp	Full WANOp with App Accel	Full Featured App Accel + Next Gen Features
Target Customer Profile	Competitive Takeout Higher Penetration in accounts	Current Install Base	Data Center and Security Conscious Customers
Use Case	Bandwidth Arbitrage	Application Acceleration Most DC + SaaS Applications	Replication, Security SteelCentral Integration
Sample Features	<ul style="list-style-type: none"> Full Deduplication TCP Optimization / MXTCP Hybrid Networking: QOS / Secure Transport / Path Selection 	Essentials + <ul style="list-style-type: none"> HTTPS Optimization Most Protocol Blades (MAPI, SMB, CIFS) WebProxy SaaS Accelerator 	Standard + <ul style="list-style-type: none"> Data Center Protocol Blades (Replication, NFS) Exotic Protocols – Lotus Notes SCPS / FIPS

What's New with xx80 Branch SteelHead

The xx80 series for the branch, represents a refreshed lineup of SteelHeads intended to replace the old xx70. The CX xx80 for the branches leverage the RiOS operating system, and are designed to work with the entire portfolio of virtual, appliance or cloud-based SteelHead for any application or cloud acceleration scenario.

Key new feature/benefits include:

- Removal of bandwidth restrictions for all tiers unlocking the maximum performance potential that each platform allows
- New pricing tiered model based on enterprise interests and requirements (Essentials, Standard, Enterprise)
- Available in subscription or perpetual models