



TECHACCELERATOR



How does TechAccelerator partner with you on your success?

One platform can directly affect your entire organization with incredible ROI

What TechAccelerator features are you using or would you like to use?

- SE-led sales demos
- Hands-on lab for each of your go-to-market use cases
- Website Test Drives
- Multi-person webinars/workshops
- Learning Management System
- Event scheduling and calendar management
- Salesforce integration for tracking all activity
- Channel enablement and certifications
- Engineering and testing your new software versions
- Quality Assurance (QA) for new software releases
- Reproducing customer issues
- Training - new hires, new release features, channel partners, even customers
- Vouchers - getting users easily into a hands-on lab
- Proofs of Concepts - PoCs
- Surveys - capture user feedback

The power of the platform

Goal	Lead Generation	Customer Acquisition	Channel Enablement	Product Excellence
Stakeholder	Marketing	Sales and Marketing	Channel Sales and Marketing	Support, Product, Engineering, QA
Services	 Webinar  Product-Driven  Demos	 Demos  POCs  Training	 Webinar  Demos  POCs  Training	 Trouble shoot  Internal Training  Dev  QA
Business Value	<ul style="list-style-type: none"> • Qualified Leads • Increase the quantity and quality of Leads 	<ul style="list-style-type: none"> • Reduce Sales Cycles • Lower Cost Per Sale 	<ul style="list-style-type: none"> • Channel Loyalty • Scale Sales Success 	<ul style="list-style-type: none"> • Customer Satisfaction • Better trained workforce • Improved Product Development • Increased Product Quality

Create more revenue and reduce costs

Our ultimate goal with everything we do at TechAccelerator is to help you grow and expand your business. Our entire team has a vested interest in your success. **If you're not successful, we're not successful. We're motivated. Let us help you.**

- **Accelerate your sales**
 - With a scalable and repeatable demonstration platform that you can share with your partners and prospects.
 - Demonstrate solutions that are 1) difficult to demonstrate regularly and 2) not usually part of your demo catalog.
 - Scale to hundreds of simultaneous users, always ready with multiple use cases at your fingertips.
 - By providing Vouchers that allow end-users access to specific labs (without needing your participation). They can then follow your story to try out your products and special features in their own “guardrailed” sandbox. They can also experience your product and try things themselves with no one looking over their shoulder.

- **Do more Proof of Concepts (or eliminate them completely)**
 - The faster you can get to the proof of concept stage, the faster contracts or P.O.s can be signed.
 - 100% confidence and your willingness to share your product during [pre-sales](#) yields significantly greater confidence in a purchase decision.
 - Clients with an extensive catalog of use-case labs find that they can greatly reduce or even eliminate PoC entirely.

- **Track all engagement activities for both internal people as well as prospects and clients - using Salesforce integration and reporting. Know who's engaged, when, how often, and for how long.**

Client's feedback



Techaccelerator enables Hammerspace to get what we call Time-to-Wow for our customers very quickly. POCs can be slow and require a lot of planning and implementation time. In parallel, we simply provide potential customers access to our Techaccelerator environment and they can immediately experience what makes the Hammerspace solution compelling, unique and powerful. It has significantly reduced our sales cycles and increased our ability to scale our customer engagements.



HAMMERSPACE

Tony Asaro

SVP of Strategy and Business Development, Hammerspace

- **Save money and eliminate redundancies**
 - Eliminate the manpower needed to support hardware and software for demos, training, channel enablement, support, etc.
 - Breakdown business unit silos - one platform that can be used across the organization.
 - Eliminate the hardware, software, and cloud costs associated with these functions.
 - Enable your team to do higher level tasks. TechAccelerator becomes an extension of your team. Your core competency is NOT building, maintaining, and supporting hands-on labs. Ours is.
- **Save on capital and labor costs - while increasing your revenue at the same time. Win-win.**

Lead generation - for the CMO and VP marketing

- **Example – weekly or monthly marketing led hands-on webinar/workshop.**
 - TechAccelerator provides the uniform platform for webinars/workshops. All attendees get their own sandbox.

- Vouchers can be given to all participants so that they can explore your product on their own, while you are assured that everything works correctly all the time.
 - Vouchers can also be shared by attendees with their work colleagues who could not attend.
 - Prioritize your leads based on the prospect's engagement .
 - All activity gets tracked through Salesforce.
 - Consistent, repeatable, and scalable customer experience.
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- **From your website, offer hands-on test drives using your real product with real data. No videos. No white papers. No boring click and watch. No PowerPoints or PDFs. Just real interaction with your real product. Really.**
 - Consistent, repeatable, and scalable customer experience.
 - All activity gets tracked through Salesforce.
 - Let your product sell itself.
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- **Larger virtual events in lieu of some physical events – through the TechAccelerator platform.**
 - Local, regional, even global.
 - Some clients have a consistent cadence of 20-40 person workshops to drive new prospects. Worldwide.
 - Consistent, repeatable, and scalable customer experience.
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- **Enable your Channel Partners to create and run their own sales events and workshops.**
 - Approval workflow process by your company

- Channel Partner does the rest - recruits attendees, presents content, monitors attendees working through their own labs at their own speed.
- Minimal to no interaction needed by your company to generate sales revenue.
- **Physical events, trade shows, conferences.**
 - No more one-time setup costs for hands-on labs needed. Use the same labs and tools already set up for the rest of the company at any of your events.
 - All activity gets tracked through Salesforce.
 - Consistent, repeatable, and scalable customer experience.

QA, test, customer support and engineering

- **Eliminate bugs before they reach your customers. Your Engineering/QA teams often do not have the right environments to properly test the many use cases your sales teams are selling.**
 - Labs can include your current version of product, past versions, and future/QA/engineering versions. All under one umbrella.
 - Test new features and modules.
 - Complex solution environments are available in minutes. Test and demonstrate real-world integrations with actual customer applications (such as a storage vendor with a backup vendor, or a networking vendor with a data security vendor).
- **Easily keep older versions that remain consistent and available for legacy products and clients; provide test environments for multiple upgrade paths in any combination.**

- Support teams can duplicate customer environments in minutes to solve customer problems.

Training - internally and externally

- Train new sales account managers, sales engineers, and solution architects.
 - Create internal training with your own products that lead to faster ramp up time and sales – generate sales within weeks, not months or years.
- Provide new client training that touches on all the important features consistently.
- Utilize the built-in, no extra cost, Learning Management System.
 - Provide training for channel partners easily. Training can be instructor led or self-paced.
 - Modules can include presentations, videos, direct access to hands-on labs, quizzes and exams.
 - Certifications, including emailed certificates, are simple to implement.
- Track individual user's status and success in their training. For employees, partners, and end-user prospects. Consider spiffs, bonuses, giveaways, etc. for success and completion. Create some incentives to get properly trained.

Client's feedback



"I think it (TechAccelerator) has the potential to be a game changer for partner development and to build consistency in the demos they deliver for us without huge investment in training."

Steve Foster, Solutions Engineering Manager, Netskope

General

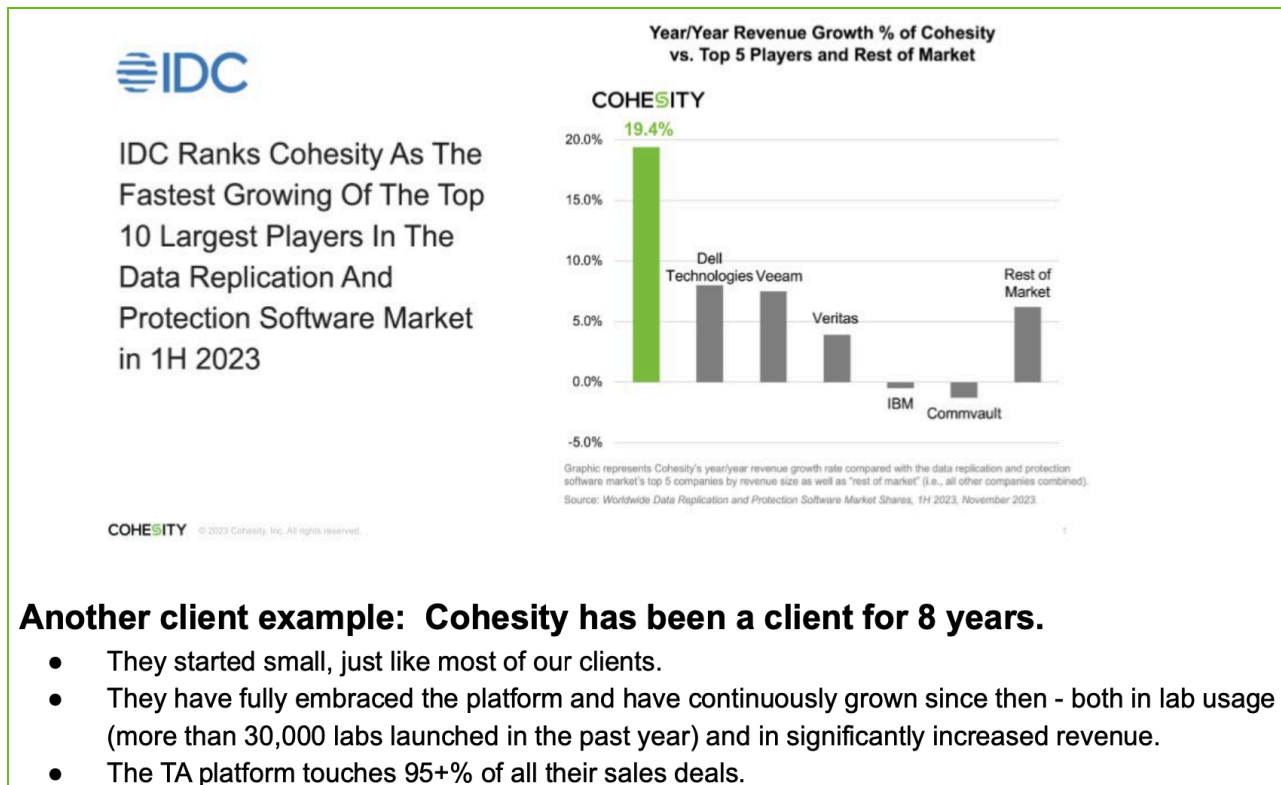
- We support you via services. You'll have access to our professional services team to create, update, change, maintain, and support your labs - all are included in the monthly fee. Email, slack, call, etc. us as much as needed.
- We built our own physical environment in the SuperNAP. Switch provides us 500 MW of power in a Tier 5® / Class 5® Platinum exascale data center facility. Our cloud becomes your cloud.
- In some cases, we can host physical hardware in our own data center to allow for unique access and testing/trials.
- We operate on an “all you can eat” plan. Compare this with by-the-minute/hour charges from cloud vendors which quickly become astronomical when not properly managed. We have seen unattended labs left running that can cost tens of thousands of dollars for nothing.
- You can have as many labs as you want - there's no limit. The monthly fee is based on the hardware resources you need for all the labs that you want. SaaS products and companies may have other pricing models.
- One core lab (to demonstrate one of your solutions) can be used by sales, marketing, training, QA, engineering, etc. The story and the steps in the lab may change for each group, but the lab itself remains the same. Rather than having each group create their own environment, the “cost” can be shared across the organization.

- Success Examples



HPE Intelligent Edge is the HPE Aruba Networking Group

- Aruba has been a TechAccelerator client for 6 years
- Aruba uses the TechAccelerator platform for all their employee and partner training/enablement, trade show demonstrations, customer product training.
- TechAccelerator touches more than 50 % of Intelligence Edge deals



Another client example: Cohesity has been a client for 8 years.

- They started small, just like most of our clients.
- They have fully embraced the platform and have continuously grown since then - both in lab usage (more than 30,000 labs launched in the past year) and in significantly increased revenue.
- The TA platform touches 95+% of all their sales deals.

Can't I do this on my own?

“We can do all this in-house. We can use AWS/Azure/GCP/Wasabi. It’s mostly just a bunch of VMs.” Can you really manage this? Ask yourself:

- Does my existing demo environment scale to dozens or even hundreds of simultaneous users?
- How many of my people will be needed to create, maintain, update, patch, etc. our existing use-case demos? Does it work perfectly every time?
- Would these labs have custom stories with clear instructions to follow? Can those labs be used across multiple business units easily and repeatedly?
- Is this our company’s core competency? Can TechAccelerator do what we need faster and with more expertise without the headaches?
- What about the cost to create, support, and maintain our own demo labs? How much are we spending on people, hardware, software, and cloud?
- Is it easy for our Channel Partners to access our demos? Do our Channel Partners give the same great demo that our best SE gives? Do they need our sales help or are they self-sufficient? Can we certify them easily?
- How long does it take to add new use cases to my demo catalog?
- What is peace of mind worth to my business?

