

# TechAccelerator

Accelerate Revenue Through Interactive Prospect Experiences | [www.TechAccelerator.com](http://www.TechAccelerator.com)

For Marketing & Revenue Leaders

## How quickly do your prospects reach their "Time-to-Wow" moment before they disengage from your evaluation?

### 95%+

#### Sales Deal Coverage

At Cohesity, TechAccelerator touches 95%+ of all sales deals — deeply embedded in their revenue engine.

*Cohesity, 9-year client*

### 30,000+

#### Labs Launched Per Year

Cohesity launches 30,000+ hands-on labs annually, converting prospects through interactive experiences.

*Client-reported*

### <10 min

#### From Zero to Demo

Panzura reduced lab setup from 40–50 hours to under 10 minutes. Prospects engage instantly.

*Don Foster, Panzura*

### What Revenue Leaders Say

*"TechAccelerator enables Hammerspace to get what we call Time-to-Wow for our customers very quickly. It has significantly reduced our sales cycles and increased our ability to scale our customer engagements."*

— Tony Asaro, SVP, Hammerspace

*"In two years we increased our demo catalog by 10x and went from hundreds of demos a month to thousands — growing our user base to thousands of sales and partner teams worldwide."*

— Chris Hornaeur, HPE Storage

### The Prospect Experience Gap

Your prospects are abandoning evaluations because of **setup friction, generic demos, and complex onboarding**. Pre-recorded videos lack interactivity. Self-service trials overwhelm users. Custom POCs drain engineering resources. **TechAccelerator creates guided, interactive lab experiences with built-in storytelling** that leads prospects directly to the "aha" moments you want them to experience — no setup required, available 24/7. Our professional services team builds and manages everything, included in a single monthly fee starting at \$20K/month.

### How TechAccelerator Accelerates Your Revenue

- **Interactive Try-Before-You-Buy Labs** — Prospects experience your product hands-on before committing to a purchase
- **Guided Storytelling & Narratives** — Each user follows curated steps designed to showcase your product's highest-value moments
- **Scale Without Headcount** — HPE went from hundreds to thousands of demos/month without adding SE staff
- **Channel & Partner Enablement** — Equip partners to deliver consistent, high-quality demos without training investment
- **Always-On Availability** — Labs are always ready — for events, webinars, campaigns, or on-demand prospect engagement

TRUSTED BY: [HPE](#) | [Palo Alto Networks](#) | [Cohesity](#) | [SentinelOne](#) | [Netskope](#) | [Hammerspace](#) | [Panzura](#)

Turn more prospects into pipeline — Schedule a 20-minute conversation

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