

» **QUICK PITCH** Scale Computing Platform is an edge-to-core infrastructure platform that combines everything you need: virtualization, servers, storage, and backup/disaster recovery with powerful fleet management. It's the first of its kind, and it is saving organizations of all sizes significant amounts of time and money.

ELEVATOR PITCH

Run your critical applications on a fully integrated platform for the easiest manageability and highest availability, wherever you need them.

Regardless of your hardware requirements, innovative software and an intuitive user interface give you the power to run infrastructure efficiently both in the data center and at the edge.

Scale Computing Platform combines everything you need: virtualization, servers, storage, and backup/disaster recovery with powerful fleet management to deliver a single manageable solution at scale in the data center, in the branch office, and for distributed edge locations.

SC//FLEET MANAGER

Scale Computing Fleet Manager consolidates real-time conditions for a fleet of clusters, including storage and compute resources, allowing IT leaders to quickly identify areas of concern using a single pane of glass to manage 1 - 50,000 clusters. Customers can:

- View every cluster from a single pane of glass, instead of navigating to individual cluster UIs
- Check connectivity and cluster health at a quick glance
- Drill down into a specific cluster to diagnose and fix any issues

For IT Managers with multiple clusters, maintenance time will be reduced by 50% or more with the simplicity designed into this industry-leading platform.

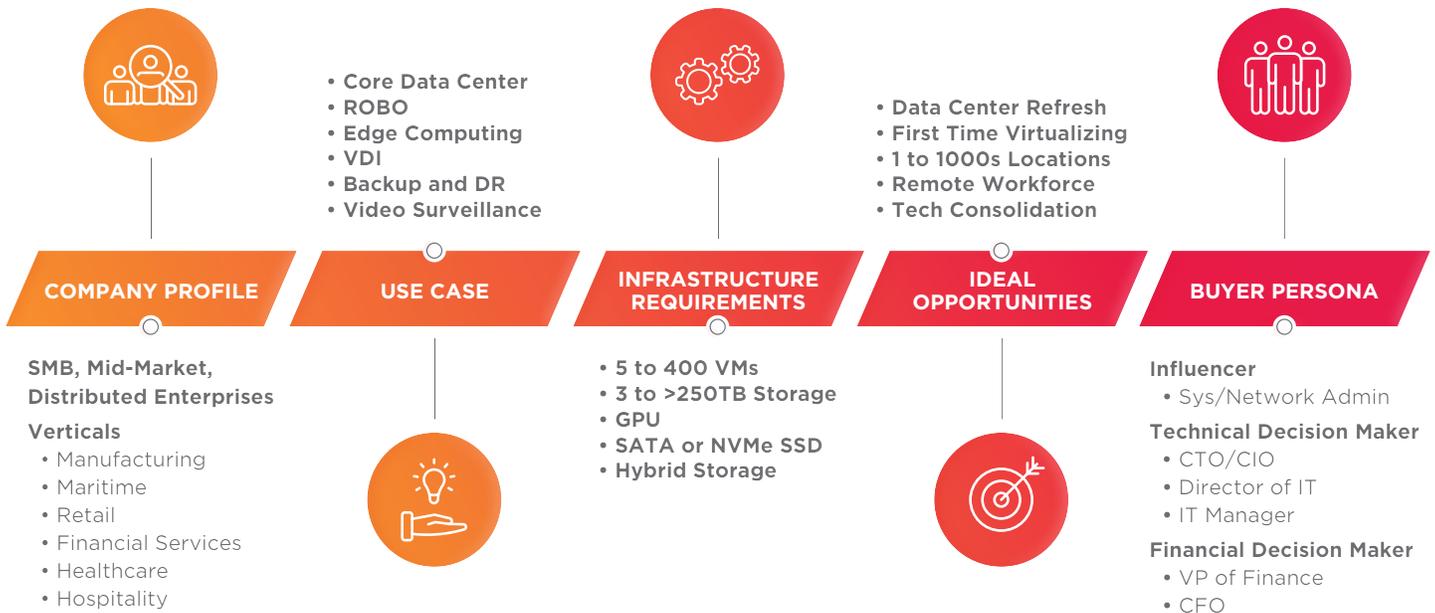
SC//HYPERCORE

Scale Computing HyperCore is the foundation of SC//Platform. It is the hypervisor for Scale Computing clusters and bundles a variety of adapted open source and proprietary, intelligent software to create a simplified operating system. Custom-built utilizing the KVM architecture to integrate with the Scale Computing Reliable Independent Block Engine (SCRIBE) storage layer directly, SC//HyperCore makes virtualization and software automation look easy—and it is.

- Identify, reduce, and correct problems in real time
- Achieve results easier and faster, even when local IT staff are scarce

No matter what hardware configuration your customers choose, it is the same innovative software and simple user interface powering their infrastructure. SC//HyperCore makes it easier for IT to manage and for customers to afford.

TARGET MARKETS



PAIN POINTS

01. High infrastructure costs
02. Too much downtime
03. Resource constrained IT departments
04. Limited scalability
05. Limited infrastructure expertise
06. Distributed branches being centrally managed

TALKING POINTS

- Scale Computing has the most competitive TCO in the industry. There's less hardware to buy and manage, which quickly translates into an impressive ROI.
- SC//Platform is highly available; has no single point of failure.
- SC//HyperCore was purpose-built to be an easier way to manage your infrastructure. Being converged, there is less hardware and licensing to buy and manage.
- Start with a single node, a replicated pair of nodes or a 3+ node cluster for full high availability and then, when needed, simply add additional nodes on the fly without paying additional licensing fees.
- Simplicity is at the heart of the Scale Computing solution. Deployment, configuration, and management can be done seamlessly without requiring a costly certification program.
- Scale Computing's self-healing automation along with centralized management and monitoring eliminates the costs and complexity of managing remote locations.

QUALIFYING QUESTIONS

- What challenges do you specifically face?
- What results are you trying to achieve?
 - What consequences will you face if you don't achieve those results?
- Does your current infrastructure have sufficient resources?
- Have you experienced any downtime with your current infrastructure? What was the cause? What was the impact?
- Do you have or anticipate application use cases that run outside your centralized data center/or cloud?
 - If the answer is no, this is not an edge computing prospect; continue on to qualify as a core prospect
 - If the answer is yes, keep going ... and dig out why (too much data to move or access remotely, network reliability, round-trip network and processing latency, compliance).

QUALIFYING QUESTIONS *CONT'D*

- What applications are your responsibility? (Get examples/probe for a list.)
 - Where do those applications run? (Cloud, data center, in-store, on the factory floor, in the clinic, or on the ship?)
 - What are the challenges with running those applications (in-store, on the factory floor, etc.)?
 - What are the reasons you can't run those applications in the cloud (or a centralized data center)?
- Do you have remote locations that are centrally managed?
- How much time do you and your team spend managing your infrastructure? Are you adding to or refreshing your infrastructure in the next 6 months? If so, what is prompting this?
- Are you deploying any new technologies in the next 6 months?
- Are you looking to consolidate technologies for ease of management?
- Are you looking for a solution that can easily scale for your future growth?

PROSPECTING EMAIL

Good afternoon <name>,

» **{Pro Tip!}** The first couple of sentences should be tailored to the reason you're reaching out and specific to the customer. Are you thanking them for attending an event or Webinar? Introducing them to Scale Computing or inviting them to something in the future?

» **{Tip:}** Choose a transition relevant to your customer:

- I thought of you when I heard about this vendor who...
- I have to introduce you to this solution that...
- We never spoke about servers/cloud, and I'd like your take on...
- You mentioned you always keep an eye out for ways to...
- A lot of our customers have asked if there is a way to...

Scale Computing Platform brings simplicity, high availability and scalability together, replacing the existing infrastructure and providing high availability for running VMs in a single, easy-to-manage platform.

» **{Tip:}** Choose your bullet points for your customer, choose any 3-5 of these to include:

- Reduce deployment time and costs and deploy in under an hour
- Automatic failover of VMs from a failed appliance
- Intelligent self-healing automation
- Seamless scale-out with automated storage configuration
- No single point of failure
- Integrated, all-in-one appliance
- Limited IT resources required
- No VMware or additional licenses
- Private Cloud Datacenter clusters starting at under \$15K

Give us 30 minutes on a live demonstration and you'll know Scale Computing Platform is the best choice for your environment! Thank you! <name>

PITCH

You may be able to save significant money. Scale Computing Platform is often similarly priced to a storage refresh, and you get compute, storage, backup, AND disaster recovery included.

Scale Computing was named a 2022 Gartner Peer Insights Customers' Choice for Hyperconverged Infrastructure based on its thorough customer reviews and high ratings on the [Gartner Peer Insights](#) platform.

Scale Computing and its offerings are perfect for your organization because it is cost-effective, easy to manage, and its support is the highest rated in the HCI industry! When it comes to enabling highly available, fully redundant infrastructure and virtualization at a low cost, Scale Computing provides solutions that will make your life easier.

