



# FlexPod and FlexPod Integration with Tech Data

**BRIEFCASE**



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## The value of FlexPod to your customers

Confidently power AI and modern enterprise applications with a multicloud-enabled converged infrastructure.



### Proven Platform for Innovation

Power your modern AI and enterprise applications with the latest platform innovations

- Power the most demanding Artificial Intelligence/ Machine Learning/Deep Learning applications with infrastructure optimized for analytic workloads
- Assure performance of modern enterprise apps with next generation compute, storage and fabric in a validated solution
- Dramatically reduce data center costs with industry leading efficiencies - capacity saving guaranteed
- Confidently integrate the newest capabilities with rapid validation of the latest technologies



### Unmatched Versatility

Embrace private & hybrid cloud with confidence for unmatched versatility

- Integrate advanced cloud services with the only hybrid, multi-cloud CI stack
- Manage easily from edge to core to cloud
- Non-stop operations for your applications and data with built-in HA, backup, DR, and security
- Meet the needs of diverse workloads



### Trusted Worldwide

Deliver a better customer experience with a platform trusted worldwide

- Simplify your support experience with full stack support from a single vendor
- Operate with confidence on an platform and partnership trusted worldwide
- Continually optimize your operations with intelligent, actionable insights
- Streamline IT administration by delivering a simple, cloud-like experience

## Key FlexPod Takeaways

- The world's most trusted CI platform based on #1 market share, industry's fastest growth, 9000 customers and top rated user reviews in IT Central station
- FlexPod AI brings powerful AI capabilities to industry's most trusted CI brand. A new solution that extends the power, flexibility and customer confidence of FlexPod to AI.
- The industry's fastest growing CI platform with double digit growth 6 of the last 8 quarters
- The first CI solution with end-to-end NVMe powering the high performance needs of today's real-time applications
- The most cloud connected converged infrastructure enabling modern workflows that span edge, core and multi-cloud environments
- The largest portfolio of Cisco validated designs and reference architectures of any converged infrastructure to confidently support more applications and workloads

## Trust Tech Data to help grow your FlexPod business

Count on Tech Data to help you throughout the sales process. Our solutions distribution expertise and relationships with core data center technology suppliers, like Cisco and NetApp, make Tech Data uniquely qualified to offer you a FlexPod business advantage that provides:

- Data Center, virtualization, and cloud expertise – Competitive solutions based on an industry-leading portfolio, integrated architectures, and supplier eco-system.
- Integration and supply chain expertise – Shorter sales cycles and minimal risk with Tech Data's ability to validate, inventory, and integrate, ship, and invoice complex solutions.
- Proven training and sales engagement – Business assessments, opportunity-driven game plans, and cost-effective training programs that help you get up to speed fast.
- Flexible financing and credit terms – Attractive incentives and flexible leasing and receivables services ease investment risk and help you win more complex deals.

## Tech Data FlexPod Advantages

### Dedicated Customer Service

- Single point of contact throughout entire process
- Single quote, order, and invoice
- Consulting vs. rack & stack

### Faster Deployment

- Risk mitigation of on-site deployment errors
- Repeatable, high quality assembly and test
- Defined quality process, consistent customer experience

### Quicker Time-to-Value

- Defined quality process, consistent customer experience
- Reduces working capital

**Factory  
Drop Ship  
(FDS)  
FlexPod  
Delivery**



**Tech Data  
Experience  
(FIT)**



## FlexPod Integration Resources

To initiate a Discovery call with one of our  
Tech Data Engagement Consultants, [click here](#).

## Valuable Supplier Links

Cisco

NetApp



## Supplier Incentives and Promotions

Cisco and NetApp have a number of pricing promotions that bring additional profitability to your FlexPod opportunity. Explore the various programs below to see how to qualify:

**NetApp**

**Cisco**

## Webinars & Trainings

Tech Data, NetApp, and Cisco offer the channel community a number of different webinar and training opportunities. Visit the links below to review upcoming FlexPod events in your area.

For customized training contact your Tech Data sales representative to explore additional options.

# General Questions

## What is FlexPod?

FlexPod is a converged infrastructure solution from Cisco and NetApp. FlexPod accelerates the delivery of applications by providing end-to-end validated design and deployment guides, simplifying many of the challenges involved in bringing new services to market quickly. These designs are the result of joint engineering, investment, and testing.

## Why go with Flexpod?

Position yourself for long-term success by investing in a platform that's proven in today's market and capitalize on emerging business imperatives to deliver what's next for your customers.

### Designed

To evolve with your customers

### Optimized

To grow long-term revenue

### Backed

By a committed partnership

## Why FlexPod with Tech Data?

A single source provider of validated FlexPod Solutions:

- Demand Generation
- Multi-Vendor Configurations
- Streamlined Order process
- Technical Support
- Registration Guidance

## What does FlexPod with Integration Services at Tech Data provide?

- Integrated Solutions, configured and shipped
- Solution Asset Tracking and post-sales support
- Risk Mitigation of onsite deployment issues

## Partner Value Pillars

	Designed to evolve with your customers	Optimized to grow long-term revenue	Backed by committed partnership
<b>Key Messages</b>	Meet the needs of your evolving customers with a leading CI solution that is proven in today's market and adaptable for what's next	Build long-term revenue and profitability with a flexible CI platform that can form the foundation for growing your IP and services	Confidently build or expand your CI practice with a platform supported by investment from leading storage and networking vendors
<b>Claims/Benefits</b>	<ul style="list-style-type: none"> <li>• Capitalize on the momentum of a market-leading product that has experienced 6 of the last 8 quarters of growth</li> <li>• Address the needs of your evolving customers with a foundational platform for hybrid and multi-cloud environments</li> <li>• Anticipate your customers' needs by providing an ideal platform for IoT and AI scenarios</li> <li>• Future-proof your investment with a solution supported by 250 person years of engineering investment</li> </ul>	<ul style="list-style-type: none"> <li>• Generate service revenue equal to ~6x the original sale</li> <li>• Create stickiness with your customers by leveraging new validated designs for vertical applications</li> <li>• Generate upsell opportunities using FlexPod as a foundation</li> <li>• Tailor your services and strategy around a flexible offering supported by 170+ validated architectures</li> <li>• Capitalize on Flash and M5 refresh opportunities across a massive install base</li> </ul>	<ul style="list-style-type: none"> <li>• Leverage NetApp and Cisco's ongoing investment in FlexPod and the channel community</li> <li>• Confidently build your practice with support from established vendors who will never directly compete with you</li> <li>• Build on the knowledge and investments you have already made in storage and compute</li> <li>• Test FlexPod in market before building a full practice by selling as a service through select delivery partners</li> </ul>

## Sales Information

### **How does this help me beat the converged infrastructure competition?**

Competition is a big and complex topic, but FlexPod offers these advantages over other major competitors:

- Compared with the proprietary solutions (HP, IBM, Dell, etc.), FlexPod is the best of breed across all layers of the stack, and doesn't lock a customer into any single management or orchestration/automation software solution
- In contrast with other best-of-breed converged infrastructure solutions built on reference architectures and/or validated designs, FlexPod now offers both highly-flexible (traditional FlexPod) as well as more structured FlexPod options
- Compared with the hyper-converged solutions, FlexPod offers more flexible lifetime scale up and scale out capability

### **What if I don't purchase my NetApp products from Tech Data? : Can I still sell FlexPod?**

Yes, as long as your organization has a contracted partnership between Cisco and NetApp. We have the capability to procure through multiple channels.

### **Where do I begin?**

We have a team ready to assist. Please contact one of our Flexpod Experts for further details.

## Technical Questions

### **Can reseller partners build a FlexPod without Tech Data Integration?**

**Yes.** All qualified resellers can build solutions per the reference architecture, but partnering with Tech Data to build a FlexPod you receive the value add of: Single Point of contact, streamlined order process and risk mitigation of onsite deployment issues.

### **What technical resources can Tech Data offer?**

The Tech Data team provides:

- Dedicated solutions architects
- Field technical resources
- Integration Certified Engineers

## Contacts



**FlexPod Sales Desk**  
General Inquiries / Technical Questions

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