Vistara Sales Battle Card

Market Opportunity

Monitoring and management represents an $18B opportunity that has reached a turning point. Information Technology professionals are transforming from integrators of technology into managers of a supply chain of services.

There is an unmet demand for a fully integrated management platform that includes governance of managed and professional services. Vistara ITOP is the only platform that meets these needs.

Customer Problems Addressed

Vistara is the IT Operations Cloud (ITOP). Vistara ITOP monitors and manages infrastructure as a service. Vistara ITOP discover and catalog IT inventory, provision assets into services and measure service delivery. Vistara also allows business to order services from hybrid IT from a unified services catalog. IT can exercise governance over a supply chain of infrastructure, professional and managed services, all through a single pane of glass.

While Vistara ITOP does a great job managing operations in the data center, it also enables management of desktops and mobile devices.

Vistara also offers a service called "SmartEscalate" that showcases its ability to deliver managed services.   SmartEscalate is a service delivered across the IT Operations Cloud in which Vistara will actively monitor a customer's infrastructure. If an incident occurs, Vistara will define the nature of the incident and log a ticket for the customer or call an escalation tree. This frees IT practitioners from the need to staff a 24x7 NOC and makes IT more efficient.

The breadth of Vistara ITOP enables IT professionals to rely on it as the single source of truth in governing IT operations. ITOP delivers that one source of truth and reports the impact that IT delivers to business.

Entry Points, Solution Overview
Vistara can instrument small and remote offices with as few as ten devices. Vistara has popular starter packages that allow IT to manage converged infrastructures like FlexPod, VSPEX and Vblock. The customer deploys the Vistara Gateway, which is a dedicated virtual machine, on their network and Vistara ITOP enables enterprise class IT lifecycle management for any sized company.

We have seen that there are key moments when IT practitioners choose Vistara:

• Converged infrastructure adoption
• Adoption of ITIL
• Migration to managed services
• Staff consolidations into centers of excellence
• Need to manage hybrid IT
• Mobile work force initiatives
• Bring your own device initiatives
• Failed SOX audit

Customer Value Proposition

IT practitioners must deliver value to business. Traditional IT tools require IT professionals to integrate modules, patch software and sort out interoperability for a broad number of elements in the infrastructure. Vistara ITOP has all elements of the IT lifecycle management pre integrated. ITOP enables IT to govern service delivery from within IT as well as a supply chain of services.

Why Now

Business can now source IT services from a variety of providers. IT must now exercise governance across infrastructure integrated internally as well as externally sourced IT infrastructure. Vistara ITOP enables governance over hybrid IT.

Differentiators

Vistara is a true cloud platform, which means that customers can not only use the IT Operations Cloud to manage their infrastructure, but they can also access professional and managed services from Value Added Resellers, hardware OEMs, and managed service providers. Unlike BMC, CA, Tivoli and HP Ops, all elements of the IT management lifecycle are pre integrated. This means that when adopting ITOP, customers avoid patching and integrating multiple technologies.

Target Customer Profile, Environment

Vistara ITOP is an enterprise tool set, fully available at all hours of every day with massive scalability. Vistara is available in North America and Asia Pacific markets.   Customers in manufacturing, entertainment and finance have trusted their mission critical operations to Vistara.   Vistara has specific integrations that make the IT Operations Cloud particularly useful for customer who choose converged infrastructure solutions like FlexPod, VSPEX and Vblock.

Qualifying Customers

• Can you generate service delivery metrics for all of IT on demand?
• Can you measure service delivery from your VAR and MSP?
• Does your business want IT to offer an automated service catalog?
• Do you have more than one private cloud solution?
• Do you have a patch management program in place?
• Did you need a 24x7 NOC?

Overcoming Objections

Customers may have made significant investments in tools that overlap with Vistara ITOP. We aren't out to make anyone wrong for the decisions they made yesterday, so ITOP Integrates with other platforms including ServiceNow, LPI and OpenStack. No problem--customers can consolidate onto one tool set when it is convenient for them.

Some customers will have islands of tools that are held dear by experts in the organization. Vistara can integrate alerts from common tools like Nagios and Solar Winds into our Alert Browser. The business still gets the advantages of one source of truth for reporting from Vistara ITOP.

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We have heard from customers that since Vistara does not cost a million dollars to acquire, it couldn't possibly replace any of "the big four" management tools. Vistara ITOP is a cloud platform, so we don't have to charge a million dollars to acquire and another million to make it work. We are more like Salesorce.com than Sielbel Systems; we have to be effective the first day. And we have eleven hundred customers to prove it.

Offers to Take to Customers Today

- SmartEscalate: Consolidate your 24x7 operation into a cloud service.
- FlexPod and VSPEX: Manage your converged infrastructures as private clouds from the cloud.

Partner Value Proposition

Value added resellers can now deliver professional services without travel and expenses. Delivering services from a center of excellence is more efficient for the VAR and more convenient for the customer.

Value added resellers can transform their business from point in time revenue to a recurring revenue model.

Vistara ITOP enables the VAR and OEM partners to develop their relationship with the customer to become part of the IT lifecycle.

For key partners, Vistara offers a cloud brokerage platform that enables the sale and management of a marketplace of services.

Vistara ITOP grants VARs access to managed services offerings provided by NetEnrich that can be resold to customers. VARs can become Managed Service providers with expertise in Exchange, SharePoint and a host of other applications overnight.

Vistara has sales incentive programs for partners who build significant volume business.

Competitive

Vistara's competition falls into three categories. We compete handily against each because we have understood the market needs and developed a modern solution to meet those needs.

The Big Four

Tivoli, CA, BMC and HP Operations are the big four. They have the advantage of tremendous breadth of solutions. Unfortunately, the completeness of solution has been achieved through acquisition. This means that customers pay, and pay again for each module of the complete IT lifecycle. Then, they have to pay again to integrate and manage a complex machine. Vistara has the breadth of solution sufficient to meet just about everyone's IT management needs in one platform. Unlike software you own, Vistara upgrades itself every month, something the big four can only aspire to achieve.

Niche Incumbents

Tools like Kaseya, RightScale, and Zenoss offer a constellation of point solutions with various strengths and weaknesses. But none of them have the breadth of solution that allow customers to rise above the role of integrator to service delivery. In each case, customer will have to buy and integrate multiple tools simply to produce end of month reports.

The Disruptors

Companies like SpiceWorks and ServiceNow have some good ideas. But these tools break trust with customers. Some are true cloud platforms but sell data about the customer's infrastructure to third parties. Others propose that they are a cloud platform, but in fact they are only hosted applications. The promise of a true cloud offering includes massive scalability, privacy and a true platform of innovation. Only Vistara offers a true cloud platform that is private, secure, scalable and has the breadth of solution sufficient to satisfy the modern enterprise.

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