**Cloud Foundation Discovery Guide**

**Related Plays:** Golden Provisioning Workflow, Datacenter Modernization, Edge Compute

* Consider advancing the conversation around VPM

**Primary Value Pillar:** Accelerate Innovation and Efficiency

Secondary: Developer Efficiency

**BACKGROUND, CUSTOMER PROBLEM NARRATIVE & HASHICORP SALES PROBLEM NARRATIVE**

Building a cloud foundation that abstracts multiple clouds and satisfies the desired outcomes around Cost, Risk, and Speed is typically a neverending and changing effort for our largest enterprise customers. Ultimately it’s about benefiting from a value multiplier effect by leveraging common processes and consumption model over private cloud, AWS, Azure, and/or GCP. However, this is fairly difficult and daunting.

We want to present ourselves as a foundational fabric to consistently build against in managing a broad range of applications and requisite infrastructure.

Qualification/Disqualification will largely depend on where we stand currently with the account. Even if they have some engineer deploying a few things on their own using some TF, we should still consider greenfield. If the customer has worked up some expanded/scaled usage of TF OSS for a meaningful amount of workloads in Production, consider a TF OSS Account. The final categorization should be obvious. Ideally, the customers/prospects are already aware of the value potential for their business from adopting a scaled IaC, DevSecOps, Cloud Operating Model and have timeline targets to meet a significant milestone within the next 6-12 months.

**Sales Problems:**

* I am unable to break into my large enterprise target account.
* My customer uses TF OSS and their cloud engineer says they’re all good
* My customer deployed 1 app to AWS with help of TF Ent but that’s it. There has not been much movement beyond that for over 6 months or longer

**THE PERSONA(S) IMPACTED**

| **CIO**  **VP/Director of Cloud Engineering**  **VP/Director of Application Development** | Cloud costs are getting out of control - [provide data]  **CIOs** are faced with challenging pressures to repatriate - [data]  Private datacenters are experiencing upheaval from Broadcom/VMware cost changes - [data]  **VP App Dev** are still motivated toward shadow IT, unhappy with the productivity constraints implemented by Infra/Ops/Cloud Ops/Security  **VP Cloud Eng** is under pressure to bring their house under control without slowing the business down and delivering a cloud agnostic, self-service interface for their customer (VP App Dev) |
| --- | --- |

| **Questions to Ask** | **What to Listen For** |
| --- | --- |
| **All**   * What are your top 3 business initiatives that will heavily depend on IT/Dev execution? * How many true developers are there?   + Sidebar: Why ask this question? In general, large enterprises with 50 or less developers tend to produce very little custom software. They rely more heavily on vendored, vertical solutions. The strategic importance of modern concepts such as DevSecOps, IaC, golden image pipelines, etc tends to be much weaker. That’s not to say there is not a desire to automate more but the customer may have to rely on COTs vendor recipes to do so. * In addition to questions at bottom of <https://hashicorp.highspot.com/items/61a694637e30facd57a1493f?lfrm=srp.1#3>   **Greenfield Account**   * Do you rely on multiple clouds, which ones? * If private datacenter, are you trying to deliver a Private Cloud Operating model to your users (LOBs)?   + There is a noticeable difference in operating models for on-prem ticketing, clickops, silo’d processes vs a governed and automated self-service model. Customer needs to really want and value the latter to truly be worth our time.   + Are you actively pursuing alternatives to VMware/Broadcom on-prem? * Can you provide a breakdown of workloads across your cloud destination? Counts by VM, Container, or TB worth of business data.. * Do you value cloud portability and are you building toward that outcome? * What are the biggest challenges you have today adopting cloud?   **Existing TF OSS Account**   * How many people resources are authoring Terraform today? * Can you characterize for us how many resource types are being managed via Terraform?   + What would be your back of napkin guess as to the percentage of resources managed via TF vs not managed with TF? Not managed can include Networking, non-prod click ops, other vendor automation approaches… * What are your top 3 challenges managing your automation today?   + Hint: “No challenges” likely weighs heavily toward disqualification   **TF Enterprise or HCP Terraform Expansion Account**   * What challenges do you see with centralizing and standardizing across all clouds (hyper-scalers and/or private cloud)? | **All**   * Launch a new AI enabled digital experience that will drive high returns on investment within 12 months * Reduce Cloud Spend by X% * Complete a technology focused Acquisition * Improve Customer QoS * Lower overall operational burden by Y% * Move from one cloud provider or on-prem to another cloud provider * Comply with new regulatory requirements around Cyber Security Reporting * Speed up new feature delivery   **Greenfield**   * We exclusively use one hyperscaler for everything and have no datacenters * Different LOBs use different clouds and some are exclusively on-prem. Each LOB makes own decisions about cloud usage * We are looking to move aware from VMware but going to public cloud with our VM workloads is not an option * Everything running in public cloud is custom built, automated all the things, mostly containers and differentiate hyperscaler services * Everything on prem is mostly COTs/legacy VM, with exception of modern apps in Kubernetes * VM creation happens fast but We have to wait a long time for complete dev envs with networking, LBs, routes, firewalls etc * We are very concerned about costs growing out of control as we migrate to cloud. * We don’t trust ourselves or the cloud provider in preventing accidental security exposures or preventing breach from attack while moving to cloud.   **OSS or existing TF Expansion Account**   * Very few but very talented cloud engineers work with TF * TF is not used in connection with a centralized Cloud operations team. Isolated pockets of use * Migration to cloud going slower than expected * Widespread skills lacking * Lack executive sponsorship |