**Summary:** To align our marketing and sales strategies, FY26 will introduce a refreshed approach to ensure consistent messaging and positioning across Product Marketing, Integrated Campaigns, and Sales Plays.

The focus for FY26 will prioritize presenting solutions as the entry point for customer conversations, emphasizing our top-down value proposition and the differentiated value we deliver as a platform service provider. This shift moves beyond single-product discussions, aiming to elevate the quality of account-level conversations. The ultimate goal is to ensure our GTM activities effectively nurture customers toward understanding and leveraging the comprehensive solutions we offer.

There is one overarching MPF for Infrastructure Cloud and three Value Pillars: Accelerate Innovation and Efficiency, Strengthen Security and Governance and Optimize Cloud Operations and ROI. This MPF represents the double click into the Value Pillar and presents three Discussion topics that allow for deeper conversations with TDM, BDM, and Practitioners.

| **Created:** Dec 4, 2024  **Owner:** [Tom O'Connell](mailto:toconnell@hashicorp.com) | **Status:** WIP | In Review | **Approved** | Obsolete  **Supporting Links**  [MPF Accelerate Innovation and Efficiency](https://docs.google.com/document/d/1KjG263IzHASWF8tIxkKVVOKOoTIdcOtmoIU9tJTHdr4/edit?usp=sharing)  [MPF Strengthen Security and Governance](https://docs.google.com/document/d/1DUDIGxNkr2W0nqjupMVtg3UdlnAbl4GVvycoUmd4_3c/edit?usp=drive_link)  [MPF Optimize Cloud Operations and ROI (This Doc)](https://docs.google.com/document/d/1-shVUKk_bakgjfwUO_QadraflzWPoY38ShRNcyy5CG4/edit?usp=drive_link)  Campaign Briefs:  [BDM](https://docs.google.com/document/d/1rgoPFxaKNhPjiv9l1g9CFPt7GJGDyif2CE8xD3LEPvc/edit?usp=sharing); [TDM](https://docs.google.com/document/d/1hn_zFPpzbCHt5LYE5U2cZg8wTPOwmLqA_4zp9kDTzuM/edit?usp=sharing);  [Practitioner](https://docs.google.com/document/d/1ZpEwD93Og2x53Op-YfhFFmF42oAAOSgzxoHJSS2DK30/edit?usp=sharing) |
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## FY26 Messaging and Positioning Framework - **Optimize Cloud Operations and ROI**

| **Cost | Optimize Cloud Operations and ROI** | | | | |
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| **Brand Promise** | HashiCorp will unify your entire digital estate to optimize cloud operations costs, streamline workflows, and drive increased ROI while ensuring greater operational efficiency and security. | | | |
| **Mission** | To empower organizations to build an optimized cloud platform that maximizes ROI, reduces cloud waste, and addresses skills gaps by simplifying the management of infrastructure and security lifecycles across their hybrid and multi-cloud environments. | | | |
| **Positioning Statement** | For C-Suite and operations teams facing the rising costs and complexities of cloud adoption and increased scale, HashiCorp delivers a unified suite of cloud automation tools to optimize your hybrid cloud estate, streamline operations, lower costs, and enhance ROI—all while accelerating time to market. | | | |
| **Tone of Voice** | Professional, solution-oriented, and outcome-driven. | | | |
| **Elevator Pitch** | Cloud adoption offers immense opportunities, but without the right tools, costs and complexity can quickly escalate. The Infrastructure Cloud from HashiCorp provides automated workflows, tools, and governance to optimize hybrid cloud operations, reduce waste, and maximize ROI. By addressing inefficiencies and skills gaps, HashiCorp empowers businesses to innovate faster, drive productivity, and scale confidently. | | | |

## 

| **Ideal Customer Profile** | |
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| **Firmographics:** | **Industries:** Financial Services, Retail, Energy, Technology, Manufacturing,  **Company Size:** Enterprises with large-scale cloud spending ($5M+ annually)  **Cloud Maturity:** Multi-cloud/hybrid cloud estates with FinOps focus |
| **Key Buying Personas:** | **BDM:** CFO, CIO, VP of Cloud Operations, Head of IT Finance  **TDM:** Head of Cloud FinOps, Infrastructure Architect, VP of Platform Engineering  **Practitioner:** Cloud Administrators, FinOps Analysts, Site Reliability Engineers (SREs) |
| **Common Business Challenges:** | * Cloud cost overruns & inefficiencies due to fragmented management * Lack of visibility into cloud usage across teams and projects * Resource waste & overprovisioning leading to unnecessary spend * Operational complexity preventing seamless cloud scaling |
| **Buying Triggers:** | * Cloud cost-cutting initiatives due to economic downturn pressures * Increased adoption of Consumption-Based Pricing & FinOps strategies * Need for better visibility into cloud usage & automation of cost controls * Multi-cloud operations becoming too expensive to manage manually |
| **Solution Fit Criteria:** | * Teams looking to automate cloud governance & cost controls * Organizations struggling with FinOps & multi-cloud spend tracking * Companies prioritizing self-service cloud access while optimizing costs * Businesses shifting from CAPEX to OPEX-based cloud models |

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| **Cost: TDM | Optimize Cloud Operations and ROI** | | | | |
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| **TDM Mix &  Messaging One-Liner** | **TDM Titles:** Key audiences and their titles are identified further below and for a full list of titles refer to [this](https://docs.google.com/spreadsheets/d/19qIyfqBJgjSWxv6Vey2Ol7hTGyTpUd3-Z_D_OB-aRao/edit?gid=144271512#gid=144271512)  **OneLiner:** Optimize your cloud infrastructure and security lifecycles with a scalable cloud automation platform that drives ROI, agility, and reduced risk. | | **Problem Statement:** Modern cloud environments are increasingly complex, with fragmented tools and manual processes driving up costs, reducing efficiency, and exposing organizations to scalability challenges and security risks. **Solution Overview:** HashiCorp offers industry-leading cloud automation tools that uniquely centralize infrastructure and security management to deliver scalable operations, cut costs, and streamline complexity across hybrid environments. | |
| **Discussion Pillars** | **Efficient Cloud & Resource  Utilization** | | **Resilient & Automated Cloud Operations** | **Proactive Cost Management  & Visibility** |
| **Pillar Focus** | - Optimize cloud spend across the entire cloud estate by facilitating the creation and deployment of a cloud development platform that systematizes reusable workflows to avoid duplicative efforts and tool sprawl.  - Standardize cloud workflows and processes in order to reduce cloud waste through implementation of strong cloud hygiene and best practices.  - Ensure continued optimization and sustainable ROI improvement through automated cost controls and policy implementation. | | -Drive operation efficiency with prebuilt, automated workflows for faster provisioning and deployment at scale.  - Implement resilient, self healing, through auto-remediation, infrastructure that automatically detects drift in order to drive proactive issue resolution.  - Eliminate costly security and outage related incidents through policy controls and automation, helping reduce cloud material risk and drive increased ROI. | -Drive increased cost efficiency through developer empowerment and self service tooling while ensuring proper spend controls and optimization.  -Improve cost forecasting through increased visibility and management tools.  - Enable greater ability to drive and track ROI and align budgets against business requirements and desired outcomes. |
| **Pillar Why-it-Matters** | Cloud costs and resource waste are increasingly becoming more important to TDMs and they are coming under greater scrutiny around the technical stack they manage. This theme highlights actionable ways to control and optimize infrastructure spending, reduce wasted cloud resources and overhead, and implementation of greater automation controls and cost visibility, resulting in increased ROI across your entire cloud program. | | TDMs need infrastructure tooling that can scale rapidly to meet the business demands of their leaders, while maintaining resilience and security. This theme underscores the importance of automation and standardization for agile operations that remove cloud risk and unexpected costly cloud incidents, thereby driving increased ROI. | The move to the cloud has increased the number of potential blind spots for technical leaders and the teams they manage. As a result they need better tools and systems in place to both forecast and manage costs while still driving developer velocity and innovation. This theme emphasizes the importance of giving leaders the tools they need to align their business needs with the realities of their cloud development program. |
| **Market Conditions** | **Need for proper cloud spend management**  Many organizations don’t get a full picture of their cloud spend until they get their bill from their CSP. This can come months after the costs were incurred and often results in budget shattering expenses that cut into ROI. They can’t afford to have this reactive cost management and as a result it is critical to think through cost optimization from the start.  -Out of control cloud resources that aren’t built with cost efficiency and reuse in mind quickly lead to spiraling cloud complexity and costs. Organizations need tools and systems in place to prevent and manage this.  - Lack of standardization and processes to prevent wasted cloud spend on unused or orphaned infrastructure and tools leads to unexpected costs and increasing gaps between anticipated and realized ROI. | | **Need to drive cost efficient through standardization and reduced complexity int resulting in increased Mean Time to Failure (MTTF) and reduced costly Mean Time to Recovery/Repair (MTTR)**  As organizations continue to grow their hybrid cloud footprint from team to team, they begin to experience growing complexity and reproduction of work and implementations. This drives up costs, variability, and risk that can break things more quickly and prevent them from being easily remediated.  - Teams drive up the implementation and operational costs of their security and governance toolings, resulting in greater variety of implementation that can lead to increased material security risks  - Lack of hybrid standardization leads to increased infrastructure drift, and verified toolings that drive up costs, result in constant reinvention of the wheel and tool sprawl further driving up costs and reducing achievable ROI. This also leads to unexpected failures that are difficult to diagnose and fix. | **Need to gain better visibility and balance efficiency across development teams to drive strong ROI across hybrid resources**  One of the benefits and challenges of the cloud is that it is spread out across multiple public, private, and on-prem systems. As a result, proper tooling and implementation to observe and manage costs and system resilience can be difficult to implement, and expensive organizationally if not in place.  - Organizations are constantly struggling to balance empowering their developers to move quickly and drive faster time to ROI, while also controlling and managing costs. When not in balance, costs can balloon or development can stall, both resulting in loss of ROI.  - Cloud spend, evaluation, and planning are only as good as the data at hand. Organizations struggle to get solid, timely data on their actual cloud spend, the efficiency of their cloud products and how outages and failures impact their bottom line. They need automation, consistency and tooling to give them this information so they can properly plan, optimize and deliver their larger cloud programs. |
| **Piller Key TDM Audiences** | Head of Platform Team, CVP of Infrastructure, Head of Cloud Operations, CISO, Head of DevOps | | Head of Platform Team, CVP of Infrastructure, Head of Cloud Operations, CISO | Head of Platform Team, CVP of Infrastructure, Head of Cloud Operations, CISO, Head of DevOps |
| **Scenario 1**  **Scenario Outcome**  **& Use Cases** | **Priority 0: Optimize Cloud Workflows for Cost Efficiency**  Ensure cost efficiency by optimizing cloud resources across hybrid environments, driving greater ROI across all cloud programs.  **Outcome:** Automation in cloud cost management and operations can reduce manual efforts by as much as 40%, resulting in lower overhead and faster deployments. Prebuilt modules and workflows allow for standardized processes across teams, reducing variability and enabling scalability. According to Forrester, organizations leveraging these tools can see a 20-30% improvement in productivity while maintaining compliance (Source: CloudZero & HashiCorp/Forrester Data)  **Use Cases:**  **1. Optimize Cloud Program with an Internal Development Platform-**  Reduce operation overhead at scale and ensure optimized workflows by standardizing all development and operations patterns for teams across the entire lifecycle of their applications.  **Relevant Products: Terraform, Packer, Nomad**, Waypoint, Vault, Boundary, Consul    **2. Implement Automated Workflows -**  Leverage automation to enable teams to work faster, drive greater innovation and ensure expected ROI with pre-approved modules and policy as code guardrails.  **Relevant Products: Terraform**, Packer, Waypoint  **3.** **Standardize Image Deployment -**  Reduce cloud expansion costs by enabling teams to deploy infrastructure and systems at scale through reusable pre-built single button deployments.  **Relevant Products: Terraform, Packer**  **4.** **Automate and Simplify Cloud Networking -**  Reduce costly networking complexity by empowering teams to use scalable service networking automation and preapproved tooling.  **Relevant Products: Terraform, Consul**  **5.** **Datacenter & Edge Modernization/VMware Alternative**  Drive significant Cost reduction by mitigating huge price hikes coming from Broadcom/VMware. Speed of migration and improving upon legacy click-ops processes, legacy VPM, are also combined objectives with this motion as well. (Improve as you Move).  **Relevant Products: Terraform**, Packer, Waypoint | | **Priority 1: Lower Operational Costs Through Proactive Security and Governance**  Reduce operation costs associated with the implementation of security systems and requirements through proactive planning and automations. Additionally, reduce the cost implications and actual losses due to a breach.  **Outcome:** Organizations that implement centralized secrets management reduce unauthorized access incidents by 60%, resulting in a significant reduction in the cost associated with security breaches and preventing potential vulnerabilities.(Cybersecurity Ventures, 2024).  **Use Cases:**  **1. Deploy Secrets Management at Scale -** Centralize secrets management implementations with automated security workflows and secret sync to reduce costs and redundant implementations.  **Relevant Products: Vault**, Terraform  **2. Implement Least-Privileged Access -** Ensure proper access leveling and reduce costs associated with security risks and human error by implementing limited access levels to match individual needs and requirements.  **Relevant Products: Vault, Boundary**, Terraform  **3. Secure Cloud Networks Through Automation -** Ensure secure, on-demand access to infrastructure resources that are easy to implement, optimize, and monitor.  **Relevant Products: Terraform, Consul**  **4.** **Minimize Material Risk -** Support management initiatives to reduce the cost of risk across the entire cloud program, by decreasing the threat surface and potential impact of cybersecurity breaches.  **Relevant Products: Terraform, Packer**, Waypoint, Vault, Boundary  **5.** **Auditing and Reporting Optimization -** Integrate and standardize cost efficient audit logging and automation by default for security and compliance reporting.  **Relevant Products: Terraform, Vault**  **Partner** **PANW -** Quickly and cost effectively establish secure infrastructure provisioning workflows with Palo Alto Network Prisma Cloud policy-as-code integrations for Terraform Sentinel, reducing time and cost to implement at production.  **Relevant Products: Terraform**, Packer | **Priority 0: Balance Developer Agility with Cost Controls**  Improve developer productivity and innovation while implementing tools and automation that simplify development complexity and ensure necessary cost controls.  **Outcome:** Increase developer velocity by 45% through self-service infrastructure platforms and automated workflows, reducing time spent on provisioning and configuration by up to 80%. (Source: HashiCorp customer case studies and Gartner DevOps research)  **Use Cases:**  **1. Implement a Self-Service Developer Platform -** Improve developer efficiency while ensuring optimized spend by simplifying infrastructure provisioning through a no-code, self-service platform. Further, cost controls are enforced through guardrails via approved templates and policies. This enables developers velocity and lowers skill level entry requirements while preventing wasted cycles on non-business critical tasks.  **Relevant Products: Terraform, Packer, Nomad, Waypoint**, Vault, Boundary, Consul  **2. Deliver Reusable Modules within a Private Registry -** Reduce development overhead by creating pre-approved, reusable cost optimized modules to enable faster, more consistent deployments across teams.  **Relevant Products: Terraform, Packer**  **3. Provide Consistent Network Automation -** Prevent costly and slow manual networking processes with on-demand, secure access to standardized automated workflows.  **Relevant Products: Terraform, Consul**  **4. Leverage Image Creation Automation -** Ensure consistent, cost-effective environments that align with organizational cost policies and security requirements through required use of pre-built images from a managed internal registry.  **Relevant Products: Terraform, Packer**  **5.** **Shift Security Left -** Prevent security requirements and implementation from stalling development teams ability to meet cost requirements by building and leveraging pre-configured images, systems and workflows with security and compliance requirements already in place.  **Relevant Products: Terraform, Packer, Vault**, Boundary, Consul  **Partner: Terraform and AWS API-Based Providers -** Speed up Day 1 provisioning with ready-to-use Terraform templates and API-based integrations for AWS and Azure, empowering developers to launch infrastructure quickly and securely while complying with required cost controls.  **Relevant Products: Terraform** |
| **Scenario 2**  **Scenario Outcome**  **& Use Cases** | **Priority 1: Reduce Cloud Waste with Standardized Infrastructure**  Reduce waste and improve resource utilization by enforcing reproducible workflows and cloud agnostic tooling best practices across an organization's entire multi-cloud and hybrid estate.  **Outcome:** According to Flexera's 2024 State of the Cloud Report, organizations are increasingly adopting hybrid and multi-cloud strategies, with 74% embracing hybrid cloud environments. However, managing cloud spending remains a significant challenge, as many organizations struggle with cost overruns and inefficiencies.  **Use Cases:**  **1. Optimize Infrastructure Deployments-** Standardize and optimize infrastructure workflows across all managed environments including on-prem and hybrid clouds to reduce repetitive, inconsistent work.  **Relevant Products: Terraform**, Packer  **2. Eliminate cloud waste through Ephemeral Environments and Resource De-Provisioning -**  Optimize cloud costs by implementing tools that allow teams to build short lived infrastructure that only exists as long as needed in addition to automated de-provisioning of idle resources, reducing wasted cloud spend and driving greater ROI.  **Relevant Products: Terraform**, Packer  **3.** **Standardized secrets management -** Deploy unified secrets management and cloud security implementations across all multi-cloud and hybrid environments to standardize security, reducing costs and risk.  **Relevant Products:** **Vault**, Boundary, Terraform  **4.**  **Implement Reusable Cloud Workflows -** Scale cloud automation and workflows across the entire hybrid estate to create reusable implementations once, not multiple times.  **Relevant Products: Terraform, Packer, Waypoint**, Nomad, Vault, Consul  **5. Tool Consolidation -**  Leverage a standardized list of approved cloud tools and resources to reduce spend on redundant unnecessary tools and supporting teams with sustainable skill requirements.  **Relevant Products: Terraform, Packer, Waypoint**, Nomad, Vault, Boundary, Consul | | **Priority 2: Eliminate Cloud Complexity and Drift with Automated Operations**  Improve operational efficiency through reduced cloud complexity with automated infrastructure management to drive faster ROI and time to market.  **Outcome**:Enable teams to reduce operational costs by 20%, improve uptime by 30%, and enhance infrastructure scalability with enterprise-grade tools optimized for Day 2 cloud lifecycle management. (Source: Internal product benchmarks and customer case studies)  **Use Cases:**  **1. Standardize Policy As Code -** Easily implement and scale cost effective centralized policy management and compliance across entire cloud estate.  **Relevant Products: Terraform**  **2.** **Ensure High Availability -** Easily deliver resilient, highly available systems for development teams with redundancy and tools for disaster recovery, helping minimize costs related to outages.  **Relevant Products: Terraform, Vault, Consul**  **3.** **Implement Auto-Remediation -** Build self healing infrastructure at scale through drift detection with cloud automation to identify and fix issues and misconfiguration before they reach production and become costly problems.  **Relevant Products: Terraform**, Vault  **4.**  **Drive Standardization and Automation at Scale -** Standardize infrastructure, security, and application deployment through automated workflows to maximize ROI across teams.  **Relevant Products:** Terraform, Packer, Nomad, Vault, Boundary, Consul  **5. Deliver Advanced Abstraction and Automation Functionality -**  Abstract away the implementation and management of costly and complex development overhead through a self-service infrastructure platform with pre-built advanced features like role-based access controls, private registry, and no-code workflows.  **Relevant Products: Terraform, Boundary, Waypoint**, Nomad  **Partner AWS -** Reduce costs and development overhead by leveraging AWS Service Catalog as the single tool to organize, govern, and distribute Terraform configurations within AWS at scale.  **Relevant Products: Terraform** | **Priority 0: Maximize Cloud Investments with Enhanced Visibility**  Enhance real-time insights into cloud spend and resource allocation in order to drive greater ROI and better align with desired business outcomes.  **Outcome:** Organizations waste an average of 30% of their cloud spend due to unused, idle, or misallocated resources, according to Flexera's 2023 State of the Cloud Report. Implementing automated workflows and cost management tools can significantly reduce this waste, improving operational efficiency and enabling teams to focus on innovation.  **Use Cases:**  **1. Implement Cost Management Tools -**  Provide leadership and development teams with greater visibility into costs and implications of the infrastructure and code they deploy.  -Future state, tie in Aptio Integrations post IBM acquisition.  **Relevant Products: Terraform**  **2.** **Leverage Efficient image management -** Increase cost predictability and reduce cloud resource overhead with prebuilt optimized images and tooling.  **Relevant Products: Terraform, Packer**  **3. Deliver Cost Effective Compliance Reporting and Auditing -** Meet security requirements without ballooning costs or wasted cycles by implementing and automating cost-efficient compliance reporting and auditing across all cloud teams.  **Relevant Products: Terraform**  **4.** **Increase Infrastructure Visibility -** Gain greater visibility across all teams within the organization through Terraform explorer to ensure cloud spend is as expected and enable stronger cloud optimization decision making.  **Relevant Products: Terraform**, Vault |

| **Cost: BDM | Optimize Cloud Operations and ROI** | | | | |
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| **BDM Mix &**  **Messaging One-Liner** | **BDM Titles:** Key audiences and their titles are identified further below and for a full list of titles refer to [this](https://docs.google.com/spreadsheets/d/19qIyfqBJgjSWxv6Vey2Ol7hTGyTpUd3-Z_D_OB-aRao/edit?gid=1757921089#gid=1757921089)  **OneLiner:** Optimize cloud costs, maximize ROI, and achieve operational excellence with scalable cloud automation. | | **Problem Statement:** Transitioning to the cloud is essential for business growth, but it often leads to ballooning costs and operational inefficiencies due to poor resource management and fragmented workflows. **Solution Overview:** HashiCorp empowers organizations to maximize ROI by optimizing their hybrid cloud estate, eliminating resource waste, and streamlining operations with centralized, automated workflows at scale. | |
| **Discussion Pillars** | **Cloud & Resource  Optimization** | | **Resilient & Automated Cloud Operations** | **Proactive Cost Management  & Visibility** |
| **Pillar Focus** | - Ensure costs remain under control and optimized. This is done by implementing best practices to reduce cloud waste, optimize cloud spend and improve resource utilization.  - Additionally, ensure these optimizations remain in place through automated cost controls and best practices. | | - Drive operation efficiency and empower development, security and operations teams with prebuilt, automated workflows for faster provisioning and scalable deployment.  - Implement self healing infrastructure that proactively identifies and fixes issues before they reach production by standardizing auto-remediation and drift detection. | - Ensure maximum ROI by tracking actual cloud costs and improving cloud cost forecasting and decision making.  - Better align cloud spend to desired business outcomes through great infrastructure and cloud resource visibility.  - Easily see how optimizations driving developer velocity and the implementation of self service tooling contribute to cost efficiency and impact the bottom line. |
| **Pillar Why-it-Matters** | Cloud costs and increased inefficiencies are critical concerns for BDMs seeking to enhance ROI. This pillar delivers actionable strategies to reduce existing cloud waste, optimize cloud spending and improve budget predictability. | | Enterprises need flexible infrastructure that can scale quickly while maintaining resilience and security. When not implemented correctly with proper automation and toolings, costs in this area can spiral quickly. This pillar highlights the importance of how automation and standardization can help lower operation costs, reduce complexity, and ensure resilience without breaking the bank. | Buyers are increasingly focused on understanding cloud costs and being able to better forecast future spend. This is critical to both evaluating the success of their current development program and driving future decision making so they can ensure maximum ROI in alignment with larger business goals. |
| **Piller Key BDM Audiences** | CEO, CFO, COO, CRO, CIO | | CEO, CFO, COO, CIO | CEO, CFO, COO, CRO, CIO |
| **Scenario 1**  **Scenario Outcome** | **Priority: 1: Optimize Cloud Workflows for Cost Efficiency**  Ensuring cost efficiency and ROI at scale by optimizing cloud resources across hybrid environments through the use of enterprise grade prebuilt, reusable workflows, cloud automation, and tooling.  **Outcome:** Automation in cloud cost management and operations can reduce manual efforts by as much as 40%, resulting in lower overhead and faster deployments. Prebuilt modules and workflows allow for standardized processes across teams, reducing variability and enabling scalability. According to Forrester, organizations leveraging these tools can see a 20-30% improvement in productivity while maintaining compliance (Source: CloudZero & HachiCorp/Forrester Data) | | **Priority 1: Lower Operational Costs Through Proactive Security and Governance**  Reduce operational costs and complexity while reducing developer toil by proactively implementing a secure cloud development platform, pre-built with end-to-end secrets management, advanced cloud security technologies and governance controls, that reduces material risk and potential losses due security incidents.  **Outcome:** Organizations that implement centralized secrets management reduce unauthorized access incidents by 60%, resulting in a significant reduction in the cost associated with security breaches and preventing potential vulnerabilities.(Cybersecurity Ventures, 2024). | **Priority 0: Balance Developer Agility with Cost Controls**  Implement and manage tooling and workflows that maintain cost controls and optimizations while still driving developer productivity and innovation.  **Outcome:** Increase developer velocity by 45% through self-service infrastructure platforms and automated workflows, reducing time spent on provisioning and configuration by up to 80%. (Source: HashiCorp customer case studies and Gartner DevOps research) |
| **Scenario 2**  **Scenario Outcome** | **Priority 0: Reduce Cloud Waste with Standardized Infrastructure**  Reduce waste, gain economies of scale and improve resource utilization by enforcing cloud best practices by implementing reproducible workflows with cloud agnostic tooling.  **Outcome:** According to Flexera's 2024 State of the Cloud Report, organizations are increasingly adopting hybrid and multi-cloud strategies, with 74% embracing hybrid cloud environments. However, managing cloud spending remains a significant challenge, as many organizations struggle with cost overruns and inefficiencies. | | **Priority 1: Eliminate Cloud Complexity and Drift with Automated Operations**  Improve operation efficiency and control Day 2 management costs with reduced complexity through automated infrastructure management drift detection and issue remediations tools.  **Outcome**:Enable teams to reduce operational costs by 20%, improve uptime by 30%, and enhance infrastructure scalability with enterprise-grade tools optimized for Day 2 cloud lifecycle management. (Source: Internal product benchmarks and customer case studies) | **Priority 1: Maximize Cloud Investments with Enhanced Visibility**  Gain real time insights and visibility into organizational cloud spend and resource allocation, helping to better inform cloud cost optimizations and strategy that reduces cloud waste in order to increase topline revenue and ROI.  **Outcome:** Organizations waste an average of 30% of their cloud spend due to unused, idle, or misallocated resources, according to Flexera's 2023 State of the Cloud Report. Implementing automated workflows and cost management tools can significantly reduce this waste, improving operational efficiency and enabling teams to focus on innovation. |

| **Cost: Practitioner | Optimize Cloud Operations and ROI** | | | | |
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| **Prac Mix &   Messaging One-Liner** | **Practitioner Titles:** Key audiences and their titles are identified further below and for a full list of Practitioner titles refer to [this](https://docs.google.com/spreadsheets/d/19qIyfqBJgjSWxv6Vey2Ol7hTGyTpUd3-Z_D_OB-aRao/edit?gid=1487225902#gid=1487225902)  **OneLiner** Reduce waste and manual errors through standardized cloud workflows to drive meet or exceed critical development KPIs | | **Problem Statement:** Cloud development processes are often slowed by manual, error-prone workflows, inefficient tools, and a lack of integration across teams, leading to wasted time, frustration, bespoke solutions, support incidents, and reduced developer productivity -all of which present a significant cost to the business as well as the reputation of the platform team as a center of excellence. **Solution Overview:** HashiCorp equips platform engineers and developers with a standardized, reusable cloud development platform that automates repetitive tasks, reduces waste, and accelerates innovation, allowing teams to focus on delivering business-critical solutions and driving measurable ROI. | |
| **Discussion Pillars** | **Cloud & Resource  Optimization** | | **Resilient & Automated Cloud Operations** | **Proactive Cost Management & Visibility** |
| **Pillar Focus** | -Reduce complexity and wasteful manual processes to help streamline developers workloads allowing them to focus on business critical tasks  - Give developer teams standardized, pre-configured tools for centralized visibility and optimization across multi-cloud and hybrid estates.  - Facilitate the creation and deployment of standardized and reusable workflows across all development teams that avoid duplicative efforts and tool sprawl. | | Not Applicable for Practitioners Audience. | -Empower platform engineers and developers through implementation of a self-service developer platform to reduce onboarding time and allowing devs of multiple skill levels to contribute more easily to projects.  -Remove slow, complex processes, allowing these team members to focus on building and innovating as opposed to managing what’s under the hood.  - Drive integration with tools like Terraform and AWS Service Catalog for seamless provisioning workflows. |
| **Pillar Why-it-Matters** | Cloud resource waste and support sprawl are top concerns for platform teams looking to improve quality of service and their KPIs. This theme highlights actionable ways to optimize infrastructure spending and reduce overhead. | |  | Platform engineers are increasingly focused on enabling their developer teams to move faster while maintaining security and governance. This theme emphasizes the importance of abstracting complexity, providing self-service platforms, and fostering innovation with guardrails. |
| **Piller Key Practitioner Audiences** | Cloud Engineer, DevOps Engineer, Infrastructure Engineer, Security Engineer, Platform Engineer, Software Engineer | |  | Cloud Engineer, DevOps Engineer, Infrastructure Engineer, Security Engineer, Platform Engineer, Software Engineer |
| **Scenario 1**  **Scenario Outcome** | **Priority 0: Optimize Cloud Workflows to Reduce Complexity**  Drive increased developer agility and scalability through the use of prebuilt, reusable workflows, cloud automation, and tooling.  **Outcome:** Automation in cloud cost management and operations can reduce manual efforts by as much as 40%, resulting in lower overhead and faster deployments. Prebuilt modules and workflows allow for standardized processes across teams, reducing variability and enabling scalability. According to Forrester, organizations leveraging these tools can see a 20-30% improvement in productivity while maintaining compliance (Source: CloudZero & HachiCorp/Forrester Data) | |  | **Priority 0: Balance Developer Agility with Cost Controls**  Accelerate development teams productivity and innovation by simplifying cloud workflows and providing secure, automated access to resources and tools for all skill levels.  **Outcome:** Increase developer efficiency by 45% through self-service infrastructure platforms and automated workflows, reducing time spent on provisioning and configuration by up to 80%. (Source: HashiCorp customer case studies and Gartner DevOps research) |
| **Scenario2**  **Scenario Outcome** |  | |  | **Priority 1: Maximize Cloud Investments with Enhanced Visibility**  Reduce stress on developers and the cost and toil of cloud infrastructure, security, and compliance implementation through the use of reproducible workflows and policy as code to enforce standardized infrastructure and tooling.  **Outcome:** Businesses with effective cost visibility and optimization save 15–40% annually on cloud expenses by rightsizing, eliminating underutilized resources, and reducing complexity. (Source: CloudZero State of Cloud Costs in 2024) |

## Competitive Analysis

| Competitive Analysis & Battle Cards | | | |
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| [Terraform Objection Handling](https://hashicorp.highspot.com/items/5dc0567f34d6be2036a1ca0c?lfrm=rhp.16#4) | | | |
| [Competitive Battlecard- Terraform Community Edition](https://hashicorp.highspot.com/items/61d37eae550295ea581553e9?lfrm=rhp.16) | | | |
| [Sales Brief - OpenTofu](https://hashicorp.highspot.com/items/65f8c5b092bc534193bdb69f?lfrm=shp.0) | | | |
| [Sales Brief - GitLab](https://hashicorp.highspot.com/items/6256d3dfa4af74ccaeababb0?lfrm=rhp.0#1) | | | |
| [Solution Breakdown - Pulumi CrossGuard](https://hashicorp.highspot.com/items/61d37e68b425c7cc66166ce1?lfrm=rhp.4#1) | | | |
| [Solution Breakdown - Scalr](https://hashicorp.highspot.com/items/61d37eced8eb3f8f9d870903?lfrm=rhp.8#1) | | | |
| [Solution Breakdown - Spacelift](https://hashicorp.highspot.com/items/642c9f4930366b3d598555a9#1) | | | |
| [Competitive Battlecard - VMware Aria Automation](https://hashicorp.highspot.com/items/61d37e90188cc796c5b7057b?lfrm=rhp.17) | | | |
| [Vault Community Edition Battlecard - HashiCorp.pdf](https://drive.google.com/file/d/1BTRpL-6E5DiQIU32pmxp2VUn_c6IW9lt/view) | | | |
| [Competitor Solution Breakdown - HVS vs. Vault CE.pdf](https://drive.google.com/file/d/12acEYQWJwslz29QI0Eti92IPz1KkRNAr/view) | | | |
| [Solution Breakdown - Akeyless.pdf](https://drive.google.com/file/d/1jLgn4fJhbUNxHKvPDfjjDdh8JAGFTAg1/view) | | | |
| [Cyberark Conjur.pdf](https://drive.google.com/file/d/1xuBB9fbPje2HoCgsdL6SLz3Rs1LR62X5/view) | | | |
| [Competitive Battlecard - CyberArk PAM](https://hashicorp.highspot.com/items/6414916e8d89f3f2890c80a5?lfrm=rhp.0) | | | |
| [Competitive Battlecard - Beyond Trust](https://docs.google.com/document/d/1GY0HtZGgw_SBYcG8woWmuRRuIIpV2NPf4RFMrkzyyfI/edit?tab=t.0#heading=h.y9r1ac9vl21c) | | | |
| [Competitive Battlecard - Teleport](https://docs.google.com/document/d/130uoivBw_aVUhwLg9SXtS0nqCsDdxfumzNRmwPViYFk/edit?tab=t.0#heading=h.xloeww162slw) | | | |
| [Competitive Battlecard - Istio](https://hashicorp.highspot.com/items/62a0c3bbc42b74d4b7ecdbe0) | | | |