| Overview | |
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| **Target Personas** VP, Director level in Security, Cloud, Application Development, Platform Engineering | Ideal customers for this sales play include those who have leveraged Terraform CE or other IaC technologies to provision infrastructure on an ad-hoc basis.  This Sales play can also be used for expanding into existing accounts (e.g. new business units) or customers who have no experience with IaC. |

*Note: This sales play will form the foundation for subsequent outcome specific sales plays that account teams can leverage to help customers fully leverage the benefits of our Enterprise features.*

| Why & What |
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As an organization's cloud adoption grows, managing and provisioning infrastructure at scale becomes increasingly complex. Many face challenges like uncontrolled cloud sprawl, where teams independently adopt one or more cloud providers without a cohesive strategy. This ad-hoc cloud adoption leads to inconsistent architectures, heightened security risks, reduced productivity and mounting technical debt.

To overcome these challenges, organizations require a centralized platform that simplifies the infrastructure lifecycle. This solution must ensure consistency, maintain compliance and security standards, and optimize costs.

HCP Terraform addresses these needs as the market-leading control plane for infrastructure lifecycle management. It enables teams to provision and manage infrastructure efficiently across AWS, Azure, GCP, VMware, and on-premises environments, ensuring a unified, secure, and cost-effective approach to infrastructure operations.

| Business Value of Implementing HCP Terraform | |
| --- | --- |
| Scale processes, skills, cloud investment in a way that does not limit from where I am consuming cloud, including on-prem private cloud. | |
| Cost | Effectively leverage cloud resources with guardrails that help control/reduce spend and support prioritization decisions |
| Speed | Meet LOB/Developer expectations/requirements for delivering business value to customers. |
| Risk | Human Error, Waste, Lack of Visibility, Misconfiguration |

| Resources | |
| --- | --- |
| * 1st Call Deck (Pitch Deck) - for AM * Discovery & Objection Handling Guide * 2nd Call Deck (Technical) | * Demo * Workshop * Deal Sizing Guide |