Positioning

For high-growth SaaS, e-commerce and social networking solutions who already use CDNs

Who are dissatisfied with high data latency, fear database DDoS attacks, or want to use APIs to easily and quickly develop and deploy mobile Apps win an in-house database
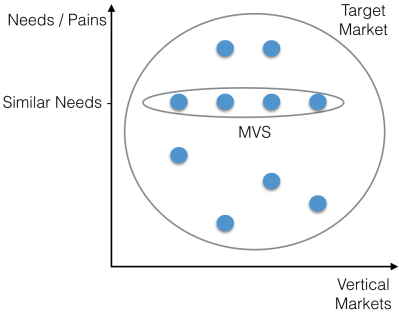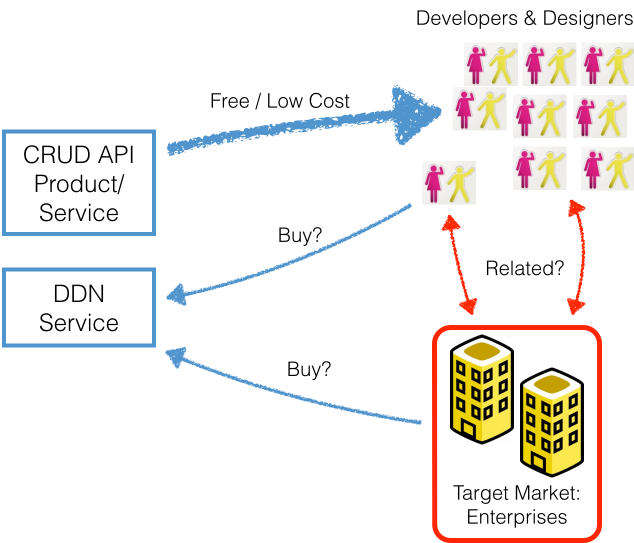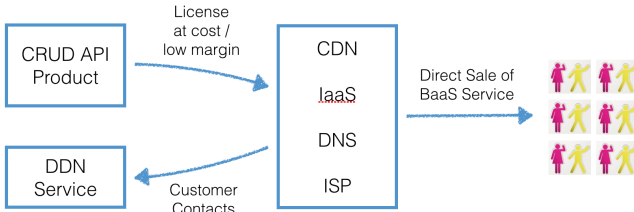
Our product Xylem is a data delivery network

That provides the lowest data latency and reduces the risk of outages caused by DDoS attacks

Similar to how a CDN delivers your images and video

Apakau Xylem is a data delivery network that assures maximum performance and uptime for your enterprise mobile apps.

Go-To-Market Strategy

	GTM Channel		Pros	Cons
A	Offer DDN as a service via direct sales to a minimum viable segment (MVS) (current GTM strategy)		• Focus • High utilization of resources • Better Service	Need contacts to establish traction
B	Offer APIs (Lite offering) as a product (free or cheap) and DDN (core offering) as a service		Low friction on the API sale	• Can we convert API users to DDN service? • Are they related?
C	Offer APIs (Lite offering) as a service (freemium) and DDN (core offering) as a service		Low friction on the API sale	• Can we convert API users to DDN service? • Are they related? • Need to develop API Package and PrimusAPI Brand
D	License APIs to Partners (at cost or low-margin) in exchange for their client book for DDN service		Lead generation	Need to develop API Package and PrimusAPI Brand
E	Distribute (or pilot) the DDN service through partners (We will help you serve better/more, reduce costs,…)		Lead generation	• What is the interest of partners? • Cost?

Option A High Level Implementation Plan

- Sales: sales are focused on a narrow set of target prospects with common needs/pains (ex: similar users' geography) directly supported by product marketing and engineering support at a deal level.

- Marketing: marketing that facilitates brand awareness, education, relationship building and trust, complemented by direct support of the sales team, including telemarketing speeding access to target prospects and detailed sales tools such as product roadmaps, ROI calculators, etc.

- Lead Generation will depend for the first 5 customers on contacts (personal, incubator, …)

- Support: High touch support up to onsite issue resolution complemented by educational tools and training tailored to the specific needs of individual customers.

Pricing Strategy:

Xylem: Annual contract
- Up to XX million operations / month: $
- Up to XX million operations / month: $
- $XX / XX million additional operations

Early Bird Xylem (Exclusive Offer & Service): Sign up for Xylem within MM 2014 to get:
- Monthly billing (no-contract) for the first six months
- 10% discount for 2 years
- Full refund if not satisfied