July 2020

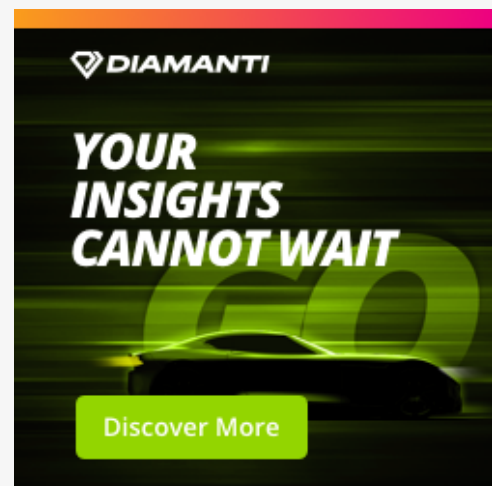## DIAMANTI NEWSLETTER

MARKETING GEMS

- **It's all about the content:** Three new gated assets in this quarter (**Splunk eBook**, **451 Research Brief**, and **IDC Lab Validation**) have generated 810 leads...so far!
- **Increasing time on site:** The average visitor to the **Spektra 3.0 "What's New"** page stays for 3 minutes, 12 seconds, a full minute longer than our average pageview time.

CUSTOMER FACING ASSETS

- Splunk Webpage
- Splunk - Solution Deck
- Splunk eBook
- NBCUniversal Case Study
- Spektra Hybrid Cloud Management
- Federated Multi-Cluster Management with Diamanti Spektra

INTERNAL SALES ASSETS

- Quick Selling Guide 3.0
- Splunk - Quick Selling Guide
- VMware Deep Dive Competitive Analysis Deck

WHY DIAMANTI?

Splunk on Diamanti is the ideal solution for organizations who want to:

- Run Splunk in production with Kubernetes or Red Hat OpenShift Container Platform
- Improve scalability, performance, and indexing latency of Splunk applications while reducing infrastructure footprint and overall TCO
- Replace Splunk Cloud to have greater control over the environment (cost, data, services and hardware)

VALUE DRIVERS	BUSINESS PROBLEMS	CUSTOMER BENEFITS
Simple	Enterprises are unable to respond to the growing data needs and cannot scale due to complex infrastructure needs	Achieve instant dynamic infrastructure and Splunk scalability with the Diamanti platform. Automate the deployment and configuration of Splunk with SVA-compatible Helm charts.
Efficient	Typical enterprise deployments of Splunk are oversized to meet future data ingest needs, wasting server resources, increasing infrastructure footprints and overall TCO	Reduce the overall server footprint and related TCO while ingesting more data through Diamanti's unique architecture and I/O acceleration capabilities
Performant	Enterprises risk losing their valuable insights and experience increased time-to-productivity due to massive amounts of data not getting processed in a timely manner	Process more data and gather near-real-time insights on a daily basis by reducing index latency

NEWS TO PROMOTE

- **CRN** Recognizes Diamanti on the 2020 Emerging Vendors List
- **TFiR**, Diamanti Spektra 3.0 Is A Multi-Cluster, Multi-Cloud Kubernetes Solution
- **Storage Newsletter**, From Diamanti, Spektra V.3.0 With Multi-Cluster and Multi-Cloud Kubernetes
- **DBTA**, Diamanti Spektra 3.0 Enables Users to Manage Cloud Deployments and Migrations on One Platform
- **Tech Field Day**, Diamanti Spektra 3.0 Simplifies Hybrid Cloud for Kubernetes Applications
- **TFiR (VIDEO),** The New Norm Is Stateful: Jenny Fong

BLOGS TO PROMOTE

- Reduce Time-to-Insight Running Splunk on Diamanti
- CRN Recognition Validates Diamanti Founders Vision, Highlights Channel
- EcosystemMongoDB + Diamanti: A Hyper-Accelerated Story
- **VMblog**, Diamanti Surpasses the Industry with Multi-Cluster and Multi-Cloud Kubernetes for Stateful Applications

EVENTS/WEBINARS

- 8/6 - Webinar: Deploying Production Ready Elasticsearch
- 8/11 - Webinar: Deploying Splunk on Dell/Diamanti for Increased Savings & Performance
- 8/17 - Virtual Conference: KubeCon + CloudNative Europe