tokalabs®

Enhancing PoC & Sales Experience

Software Defined Labs Platform for
Proof of Concept and Technical Sales
Environments.

Existing Challenges in Sales

Obstacles to Proof of Concept and Sales

The success of tech companies depends on the time it takes to reach proof of concept and sales. The difficulties and costs associated with reaching these stages range from obstacles in development to access to infrastructure. In every type of business, whether small or large, these costs can create a bottleneck for sales.

Whether a business is vendor for networking solutions or a creator of a platform or application hosted in the cloud, the costs of building and maintaining proof of concept environments can be challenging. A multitude of environments often need to be designed for multiple use cases, and as sales organization begin to scale, multitenancy in the said environments becomes a requirement.

One solution to the problem is acquire more resources whether it's hardware, or cloud-based infrastructure. In both cases, there is a cost associated with the ramp up. There is also a significant amount of time wasted on installations, provisioning needs including setting up and tearing down environments, and time mismanagement.

Furthermore, proof of concept and demo labs often become a hodge-podge of moving parts as resources get borrowed, reconfigured or repurposed over time creating unexpected results that are sometimes discovered only during a live customer demo. This leads sales engineering teams to look for ways to automate their demo process using complex scripts that are also susceptible to errors if they are unmanaged as products and solutions change or get upgraded.

Key Constraints

- Access to proof of concept and sales infrastructure
- Configuration and maintenance time and costs
- Multitenancy and multiuser constraints
- Reliability of resources dedicated for sales demos

Enhancing the PoC & Sales Experience

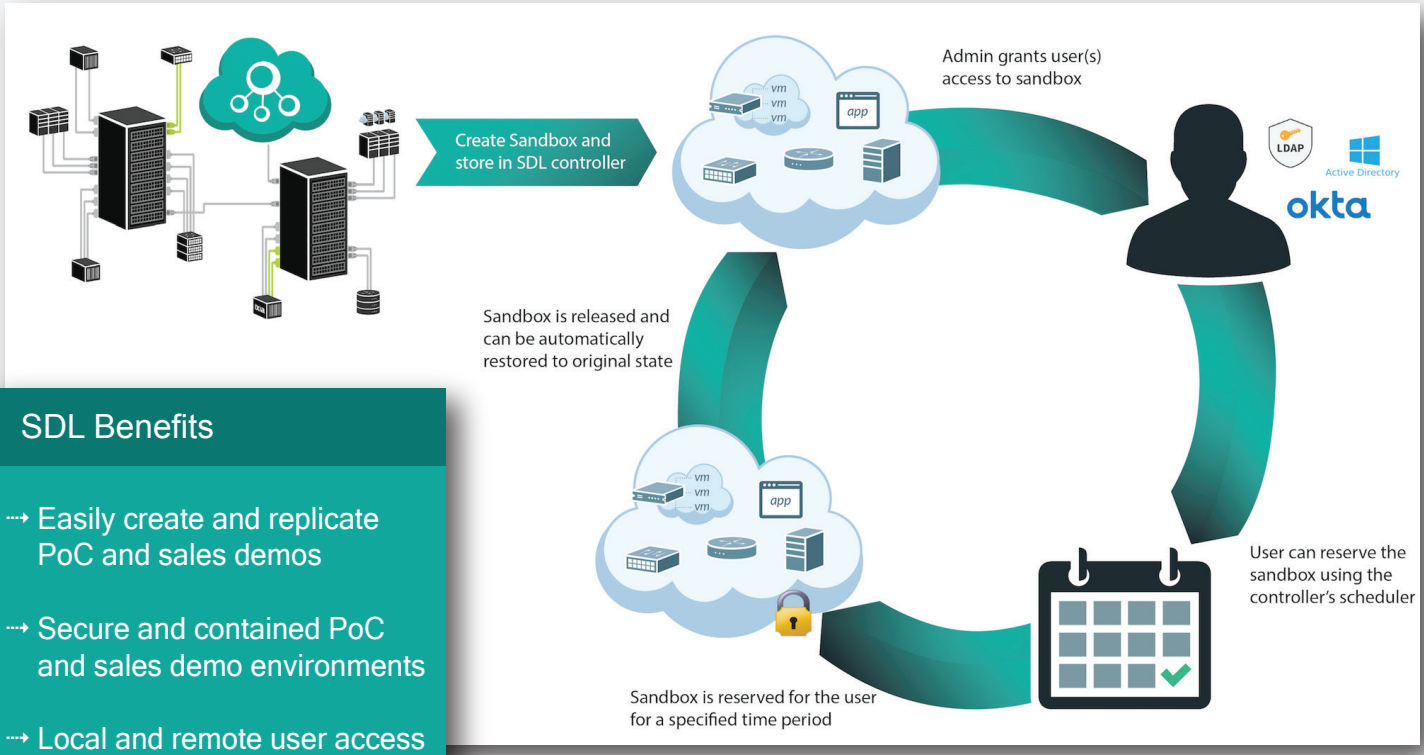
Simplify the Proof of Concept and Sales Cycle

Software Defined Labs, or SDL, provides a new and more efficient approach to the proof of concept and sales cycle. The SDL platform enables hybrid network sandbox orchestration to build, store, share and make changes to your physical, virtual, cloud-based or hybrid proof-of-concept and sales demo environments.

Quickly construct sandboxes that contain the network resources or applications, the authentication credentials, and automated configuration parameters to bring up proof of concept and sales demos environments on-demand or through the platform's scheduler.

Sandboxes can be configured, saved and stored for future use, replicated and changed, and users across the sales engineering organization can be provided secure remote access. Through the use of SDL, a proof of concept or sales demo sandbox can also be reverted to its original state at the end of use.

Figure 1: SDL Sandbox Creation, Access and Automation Workflow



SDL Benefits

- Easily create and replicate PoC and sales demos
- Secure and contained PoC and sales demo environments
- Local and remote user access for sales org, partners and customers
- Automated reservation, setup and teardown of environments

An SDL Controller allows you to carve out sandboxes from your inventory of physical, virtual and cloud-based resources and construct an exponential number of sandbox environments for proof of concept and sales demo uses.

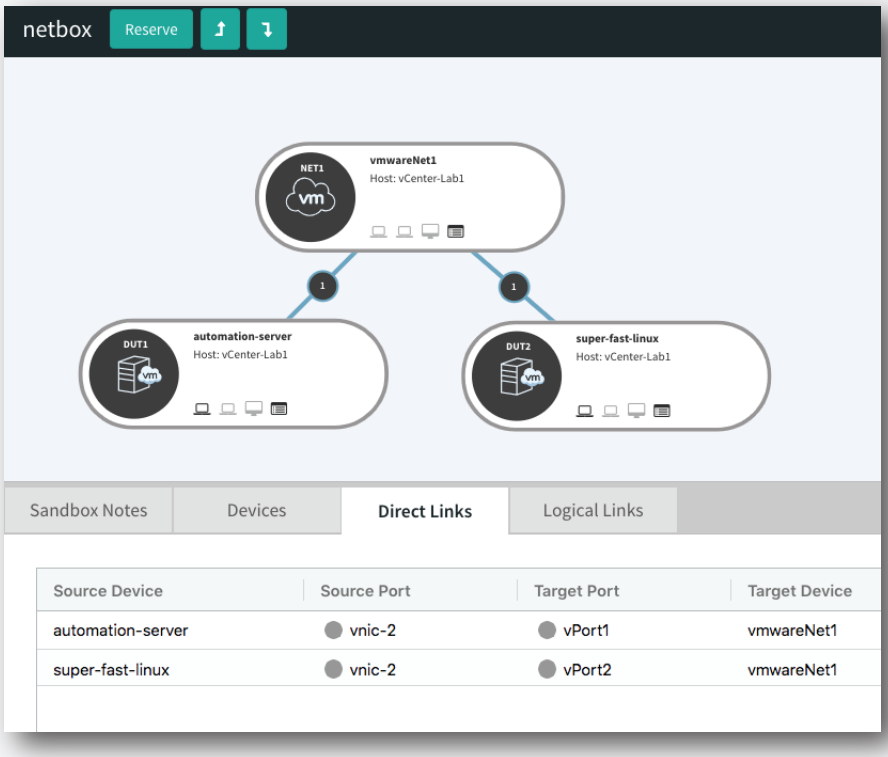
Enhancing the PoC & Sales Experience

Streamline the Demos and Win More Sales

SDL allows you to provide an exponential number of proof of concept and sales demo environments to your teams. Stage network topologies or application setups and streamline the configuration through the use of the SDL's automation engine without a need to write any scripts. The SDL sleek web UI can serve as a portal for sales engineering teams to log in and reserve an environment for a smooth and effective sales demo and presentation.

Additional automation can be built into each sandbox for troubleshooting complete with robust logging and even to automate parts of the sales demo (or the entire thing) so that sales leaders can focus on presenting the features of their own products to their customers.

Figure 2: A Sandbox View Through the SDL Controller's Web UI



A sandbox environment can be entirely physical, entirely virtual or a hybrid.

In this live view of a virtualized environment, the virtual machines will be brought online and automatically configured when the sandbox is reserved by a user.

The virtual machines can be brought offline when no longer used saving you precious resource space and their associated costs.

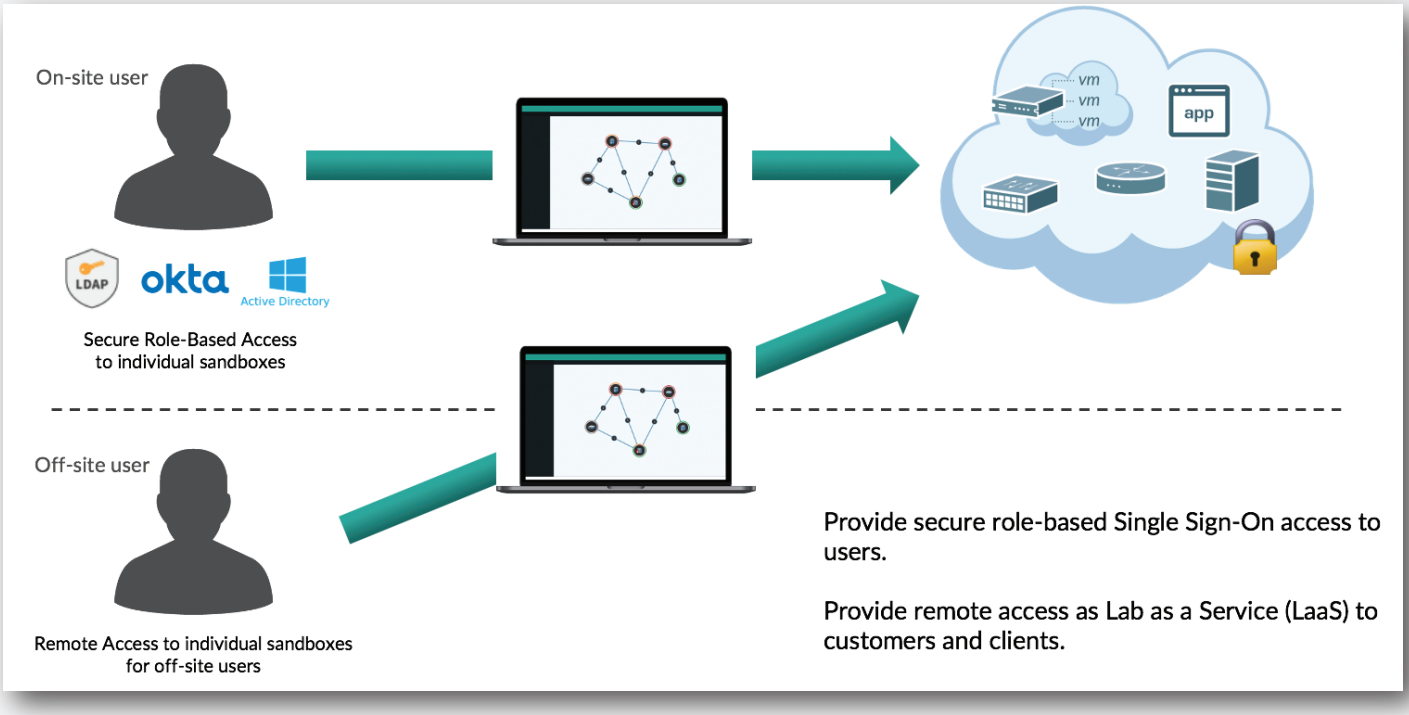
Sandbox environments can contain all configuration information and authentication credentials, which means users can access the resources directly through the controller's web UI. A robust set of logging mechanisms in the controller enable administrative control and oversight of the proof of concept and sales demo environments.

Secure Access for Internal and External Users

Secure user access to sandbox environments can improve your sales demo process but it also benefits additional proof of concept use cases such as customer validations or partner initiatives. Proof of Concept environments can be staged and secure user access can be provided to the entire setup through a single authenticated link on the SDL controller's web portal.

External users, such as third-party developers, business partners or customers, can log on and access proof of concept environments before the environment is shipped to its final onsite location.

Figure 3: Role-Based and Remote Access to Sandbox Environments



Multiple parties can execute interoperability tests, experiment with network topologies or develop code simultaneously. Easily segment your inventory into sandboxes and provide different users with access to only specific resources.

To learn more, contact us at www.tokalabs.com and schedule a demo today.