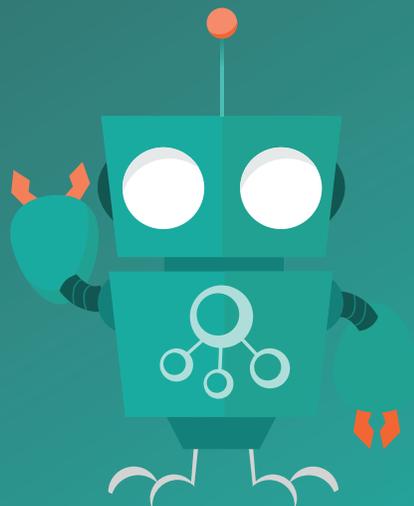# tokalabs®

Enhancing PoC & Sales Experience

Enhance the experience & improve the efficiency of the sales process using a seamless Software-Defined solution
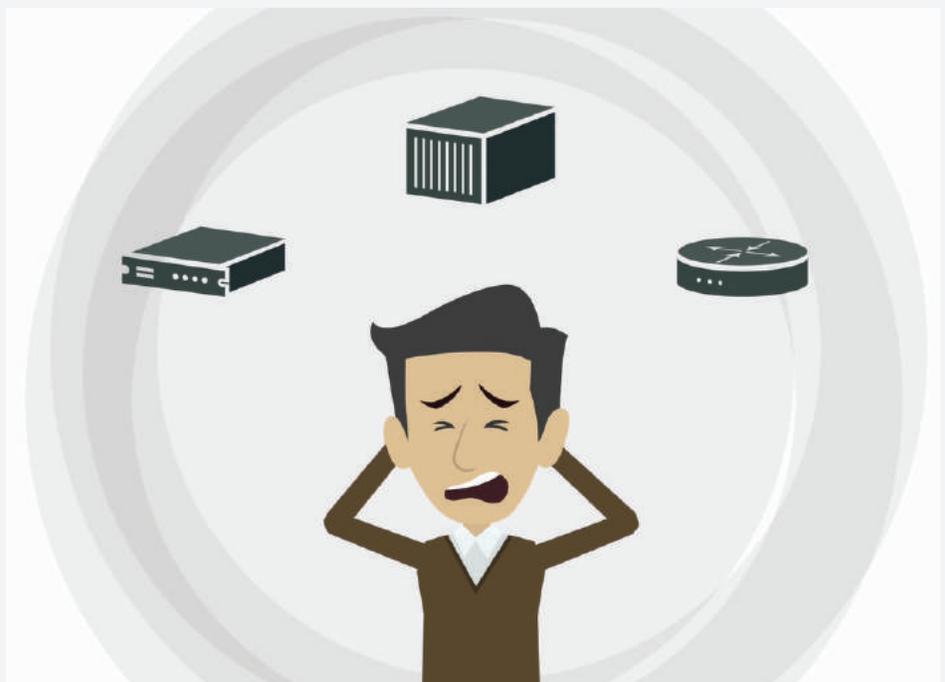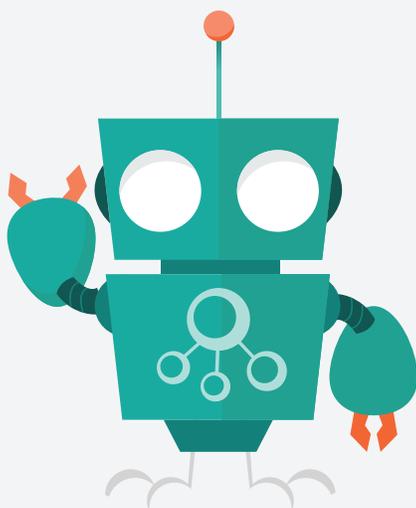
The unnecessary obstacles to a sale

A common struggle that most vendors in the IT space share is the difficulty and cost associated with providing proof-of-concepts and customer demos of their technology solutions. This holds true whether the sales organization is big or small, spread out or centralized, or selling anything from wireless access points to high-end storage. Regardless of their differences, companies run into issues concerning access to inventory, secure remote access, shipping constraints, and multitenancy.

For a sales organization to scale quickly, they need to be free of these constraints. One solution to the problem is to build up a large stockpile of evaluation inventory. This is problematic for smaller organizations as costs would sink the company. For larger companies, it is simply not scalable as there is a significant amout of time wasted preparing configurations, shipping and installing equipment, executing tests and demos, tearing down setups, and reprepping.

As an alternative, some organizations turn to their internal network administrators to create a centralized demo lab. If that knowledge and capability even exists, it requires constant interaction between sales and administrators to provide on-demand configurations. Furthermore, the demo labs often become a hodge-podge of moving parts that get borrowed, deconfigured, or repurposed over the course of time. This oftentimes creates unexpected and undesirable results that are sometimes only discovered during a live customer demo.

Key issues to address

- **Local & Remote Access to Inventory**
- **Multitenancy/Multiuser Constraints**
- **Configuration & Setup Times**
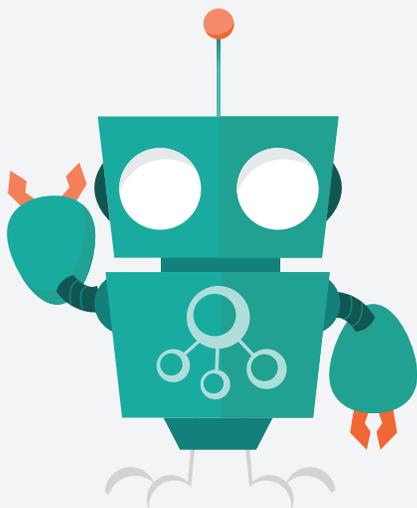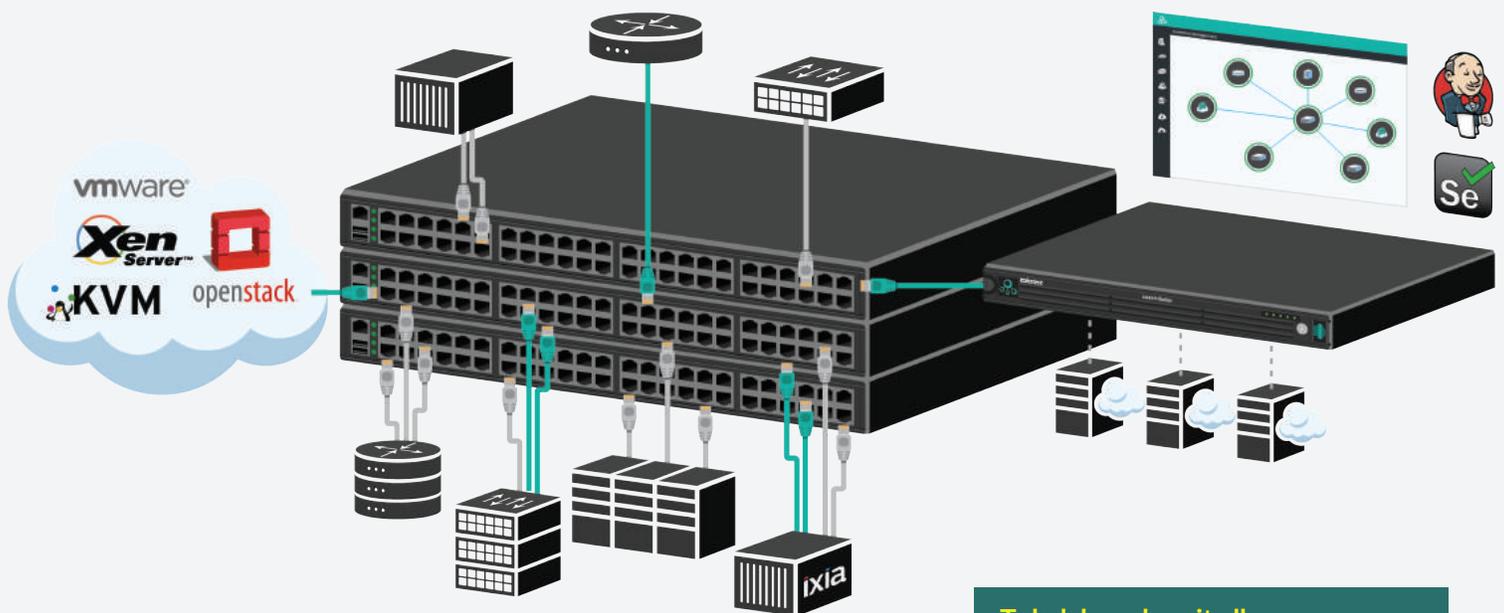- **Reliability of Resources dedicated for PoC & Demo usage**

Simplify the sales process using SDL

All of these obstacles can be mitigated or overcome altogether by using Tokalabs' Software Defined Labs approach to PoCs and customer demos. By standardizing the lab on a Layer-1 or Hybrid-L1 fabric, cabling can become a one-and-done task.

By implementing Tokalabs LaunchStation as the network resource manager, sales teams can easily reserve and access devices remotely to demonstrate usability, performance, interoperability, competitive analysis or any other targeted goal to their customers.

Figure 1: Tokalabs LaunchStation's Software Defined Labs solution
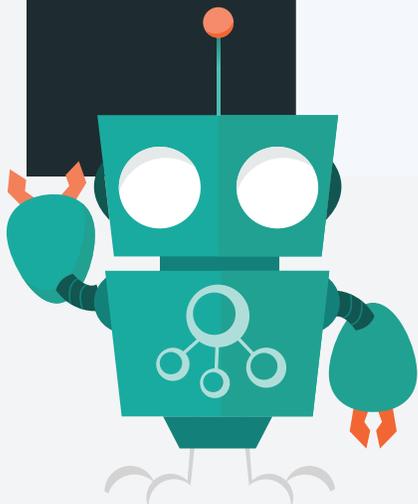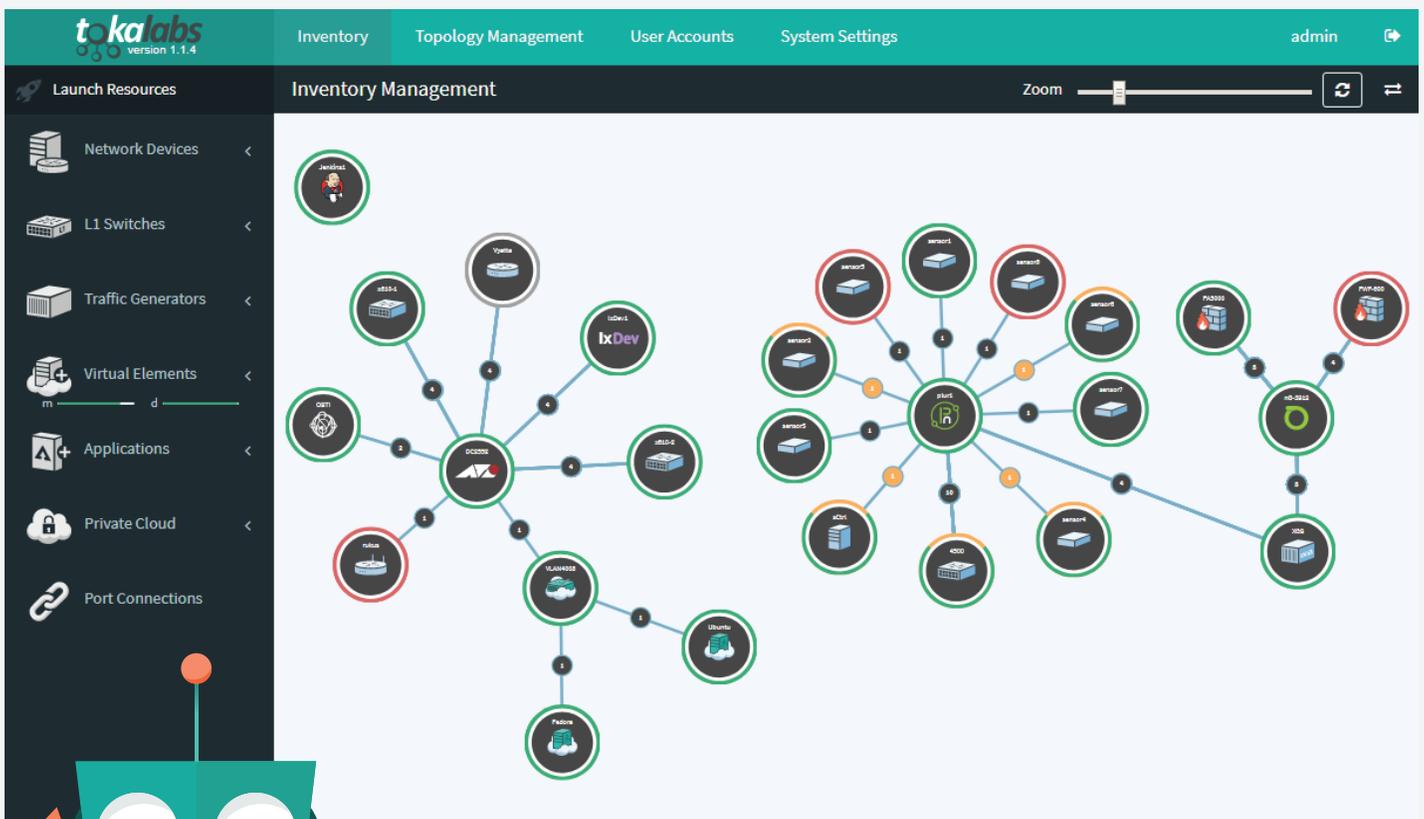

Tokalabs solves it all...

- Remote & local access through LaunchStation appliance

- Allow multiple users access to same demo setups & topologies

- Physically cable up once & create multiple topologies in software

- Codeless automated bringup of demo environments for consistency & reliability

tokalabs®

Enhance the demo experience with LaunchStation

LaunchStation enables common test bed topologies to be preconfigured and easily shared or adapted so there is no need to manually configure every time a PoC or customer demo is required. Tests and specific workloads can be pre-staged in a library and run on demand. In the same pane of glass, customers can also be shown a web-based user interface and the management interfaces of specific devices (i.e. a switch's CLI or a server's GUI desktop) can be accessed right from the browser.

In addition, the ability to add VMs and applications within the same canvas allows a customer's hypothetical questions to be addressed and even demonstrated immediately.

Figure 2: LaunchStation's easy-to-use Web GUI with a variety of devices from PoC lab
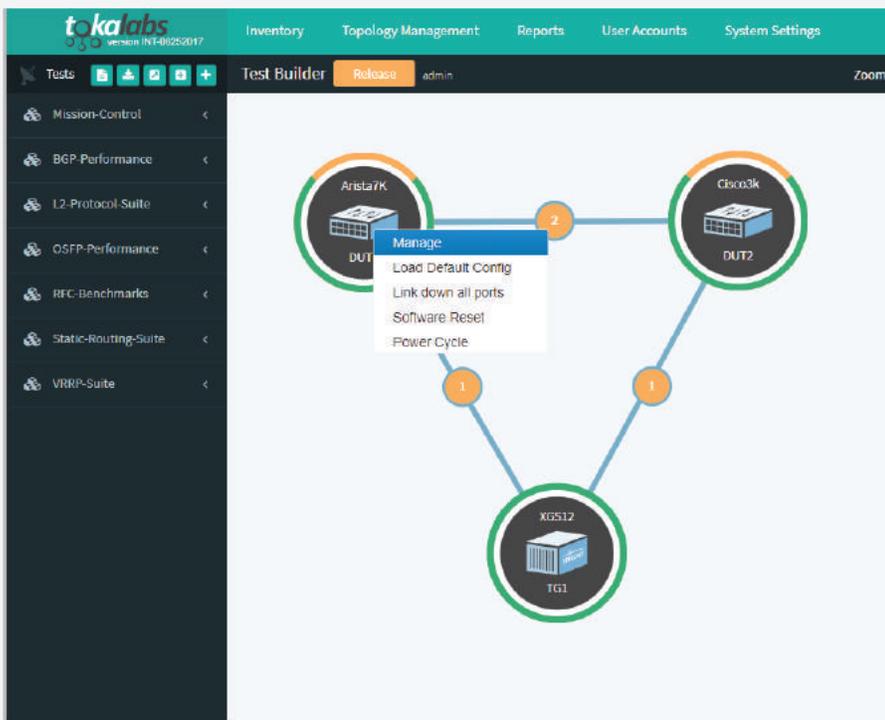
Never lose a configuration or setup

With the ability to grant multiple users simultaneous remote access, sales teams can share inventory and conduct demos to multiple customers at the same time. Once the team has completed their work, LaunchStation can be automated and all devices are returned to a default state making them clean and ready for their next use.
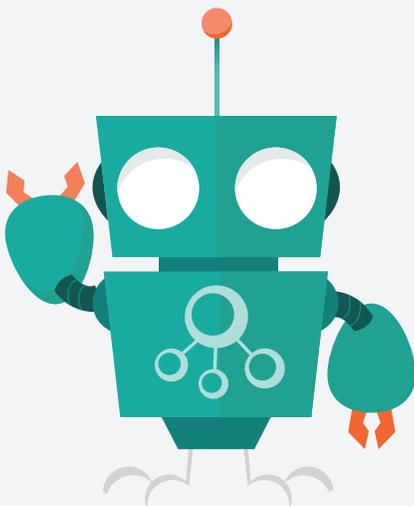
The end result is better demos with significant savings in time and costs.

Figure 3: Multiple topology configurations saved in LaunchStation's Topology Management

Key Features

- 100% Browser Controlled
- Full REST API support
- Native support for virtually any IP device
- Launch VM & VNF instances
- Stitch together hybrid physical & virtual topologies & testbeds
- Securely share resources
- Simple codeless automation

Benefits & ROI

- **Enhanced Customer Demos**
- **Improve Profit Margins**
- **Close Deals Faster**