Objection Handling Guide for Partners

ANSWERS TO END-CUSTOMER OBJECTIONS

RAY·ALLEN

Asset Lifecycle Management

Variety of Platforms in the Market

Another portal/tool – there are a million of these. What sets your ITAM tool apart from others?

KEY MESSAGE

- **Our solution does not just include a self-service platform. Our holistic approach combines teams and tools, wrapped in process, delivered through a complete managed service.**

- **Supporting Message 1**: Our dedicated TEAMS are network ITAM specialists and trusted advisors who will support you through every step of your ITAM journey, from on-boarding and pre-renewal preparation, to regular audits and on-going reports, to strategic planning and execution.

- **Supporting Message 2:** Our TOOL is a Lifecycle Management platform, designed for managing asset lifecycle activities and facilitating changes that create a unified source of truth for your entire installed base. It does this by:
  o Networking assets can be added from any source (vendor/partner/customer/collector)
  o Tracks hardware, locations, coverage details, product info, end of life milestones, and catalog pricing
  o Compares data across sources to identify discrepancies to facilitate the maintenance and accuracy of the unified source of truth as well as your sources

- **Supporting Message 3:** We work with you to create a Process Book that documents PROCESSES that reflect best practices for standard integration and workflows, enabling best-in-class implementation of Asset Lifecycle Management for Hardware, Software, and Services.

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Variety of Platforms in the Market

Another portal/tool – there are a million of these. What sets your ITAM tool apart from others?

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- **Supporting Message 4:** The market is in a state of transition. We have identified where the market is heading and have developed our SLM solution to allow for the management and acceleration of this industry-wide digital transformation.

  - Our Software License Management (SLM) solution is the first SLM solution for the IT Networking Industry, specializing in giving you control over your networking software licenses and how they connect with your networking hardware.

  - Many other SAM tool companies are focused on desktop application and OS software companies, such as Microsoft and Adobe, but do not have the industry knowledge or expertise to properly manage *networking software licenses.* We do. Even if other tools support networking infrastructure software or hardware assets, they typically don't connect it to the orders and support contracts which are essential in this industry.

  - When you ask most companies if they have an ITAM practice, most often they are thinking about their desktop assets and licenses. <Insert info here about network spend vs desktop spend for comparisons sake>

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Asset Lifecycle Management

Cisco Asset Management (CAM) Service

Why should I go with your offering when Cisco already offers asset management?

KEY MESSAGE

- **Ours is a third-party solution that is complementary to Cisco asset management.**

- **Supporting Message 1:** Our solution is designed to give you a single pane of glass across all vendors and to provide you with an additional layer of data enrichment. Cisco has multiple scenarios, where the data is supplied, but it is hard to use due to design decisions. We make the Cisco data and insights BETTER and more accessible.

- **Supporting Message 2:** Ability to integrate with multiple platforms to include OEM, Collector, and Customer CMDBs I.e. ServiceNow

- **Supporting Message 3:** Customized End Customer Facing Install Base Management Portal and Business Intelligence Platform with both Hardware and Software Insights

- **Supporting Message 4:** Automated Reporting and on-demand customized reporting

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Asset Lifecycle Management

ServiceNow - HAM

Why do we need an IT Asset Management solution when we have ServiceNow?

KEY MESSAGE

- **ServiceNow is an ITSM platform that offers some basic ITAM features, it has the ability to connect asset management with service management, whereas, Ray Allen offers a more mature ITAM solution**

- **ServiceNow Hardware Asset Management is complimentary to Ray Allen ALM/I solutions, as ServiceNow's HAM offering has different features, outcomes, and purpose.**

- **Supporting Message 1:** ServiceNow's HAM product does have asset lifecycle automation features. The user can review orders, end of life details, and other lifecycle datapoints of the products for management purposes. Ray Allen's ALMi solution also provides similar datapoints and features, but also allows for additional in-depth management of the asset lifecycle as it concerns changes to assets over time, and the creation and maintaining of a single source of truth between multiple systems and platforms.

- **Supporting Message 2:** RACS pulls and provides networking asset data from all sources (Manufacturer AP, Customer IB, and Collector views) inside a "single pane of glass". We start each engagement with a Global Assessment (i.e., install base audit) to audit, aggregate, & normalize multiple datasets. The result is an agreed upon baseline or "single source of truth.

- **Supporting Message 3:** ServiceNow is primarily an ITSM platform that has some basic ITAM features. It lacks key insights, datapoints, the ability to manage non-discoverable assets, the ability to rigorously audit data from multiple sources, the ability to write back to source systems, and so and so forth.

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Asset Lifecycle Management

ServiceNow - HAM

Why do we need an IT Asset Management solution when we have ServiceNow?

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- **Supporting Message 4:** The ServiceNow HAM platform allows for asset normalization and allows the user to normalize their hardware data if it is inconsistent in the platform. Ray Allen's platform and automation also normalizes hardware assets, through the use of a standardized data architecture that will normalize assets automatically and allow for the creation of new custom fields and data that the user can define to enrich their datasets.

- **Supporting Message 5:** ServiceNow is primarily an IT Service Management platform, that allows users of the system to manage their internal and external service ticketing needs. ServiceNow is the leader in the ITSM automation market, and their maturity and expertise in ITSM is their biggest strength. However, ServiceNow has not historically been an ITAM company, and only really has rudimentary ITAM features. Their key strength in ITAM is conjoining and connecting asset management with service management.

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Asset Lifecycle Management

ServiceNow - SAM

Why do we need a Software Asset Management solution when we have ServiceNow?

KEY MESSAGE

- **ServiceNow Software Asset Management is tangential to RAY ALLENs offering as it only truly supports Desktop applications from a handful of vendors. There is no meaningful overlap.**

- **Supporting Message 1:** ServiceNow is truly an ITSM platform that has some basic ITAM features. It lacks key, vendor-specific insights, renewal planning capabilities, ability to associate usage of software licenses to the underlying hardware, and the ability to rigorously audit data from multiple sources. There is very little overlap in customer deliverables for SAM between ServiceNow and RAY ALLEN, and can be considered complimentary tools.

- **Supporting Message 2:** ServiceNow is primarily an IT Service Management platform, that allows users of the system to manage their internal and external service ticketing needs. ServiceNow is the leader in the ITSM automation market, and their maturity and expertise in ITSM is their biggest strength. However, ServiceNow has not historically been an ITAM company, and only really has rudimentary SAM features.

- **Supporting Message 3:** ServiceNow keeps a strong database of Software and Bundle SKUs for a variety of OEMs, including Network OEMs (Cisco, Juniper, etc), but does not map Software SKUs (what you buy) to Licenses (what you deploy) natively. This seems to be less of an issue in for the following Vendors: Microsoft, Adobe, Oracle, VMWare where a native integration with ServiceNow exists.

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Asset Lifecycle Management

ServiceNow - SAM

Why do we need a Software Asset Management solution when we have ServiceNow?

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- **Supporting Message 4:** Ray ALLEN solution provides Enterprise Agreement capabilities not provided by ServiceNow. ServiceNow's SAM product does have asset lifecycle automation features. The user can review licenses, see deployment trends, and find unused licenses for supported vendors only. For traditional/desktop ITAM vendors, ServiceNow represents a strong competitor for most desktop applications. Ray Allen's SLMi solution provide similar datapoints and features, but for a different segment of the market (Desktop vs IT Infrastructure

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Asset Lifecycle Management

Existing Collector

We have a collector installed in our network (e.g., SNTC, SolarWinds, Netformx); why do we need anything more than that?

KEY MESSAGE

- **Collectors only capture assets (not software) that they can find on the network, not off-network or blocked by firewalls. It is a very useful source of data, but only that: one source of many. Collector data does not contain any information about support contracts, license association, entitlement rights, or order tracking which are essential to lifecycle management.**

- **Supporting Message 1:** We aggregate your data from all sources, including your collector, the vendor, and the manufacturer's database, to ensure that you have *all* of your data and that it is clean and easily accessible.

- **Supporting Message 2:** We work with your collectors, as they are an important data source for providing the unified source of truth of your IB.

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Asset Lifecycle Management

Cisco Smart Net Total Care (SNTC) Portal

What is the difference between the Cisco Smart Net Total Care (SNTC) Portal and your offering?

KEY MESSAGE

- **The SNTC Portal only captures Cisco gear and serialized assets that are installed on the network and are not blocked by firewalls. It therefore excludes the software assets that are behind those firewalls. (See above language)**

- **Supporting Message 1:** The SNTC Portal is a "read only" view. Our tool includes an intuitive portal that allows you to upload files, process MACDs (Moves, Adds, Changes, Deletes), track RMAs, open Cisco TAC cases, and pull various reports.

- **Supporting Message 2:** Our tool also supports the ability to track and manage non-Cisco / other assets that the collector is not capturing (e.g., devices in a sparring closet).

- **Supporting Message 3:** Our solution also includes a dedicated back-end team (CSM) to support on-going IB clean-up and MACDs

- **Supporting message 4:** We make SNTC BETTER

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Asset Lifecycle Management

Install Base - Data Integrity & Maintenance

How can we trust the data in your tool when Cisco's data is polluted?

KEY MESSAGE

- **Our holistic solution combines teams and tools, wrapped in process, to ensure that any data pollution is flagged, reconciled, and kept clean in perpetuity throughout the asset management lifecycle.   This is how you 'unpollute' the Cisco data**

- **Supporting Message 1:** We start each engagement with a Global Assessment (i.e., installed base audit) to aggregate and normalize multiple datasets. The result is an agreed upon baseline or "unified source of truth."

- **Supporting Message 2:** From there, our Customer Success Managers (CSM) work in collaboration to submit and process a series of MACDs to update the IB so that it reflects accurate, clean data.

- **Supporting Message 3:** Our tool then performs a weekly audit, which flags any data pollution. The CSM validates this audit prior to updating our tool with Cisco data, to ensure that your clean IB is not polluted by any bad data.

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Software Life Cycle Management

License Management

We manage our software through our contract administration. Why would I care about software licenses?

KEY MESSAGE

- **Software maintenance contracts and software licenses are two different forms of entitlements.**

- **Supporting Message 1:** Managing the software maintenance data found on the contract does not manage the actual software licenses as they are deployed in your network. This exposes you to increased risks of non-compliance.

- **Supporting Message 2:** We help with risk mitigation by enabling you to manage both maintenance and licenses in a single solution. Our solutions provide you with a full picture of your software installed base, including asset utilization, maintenance contracts, and licenses.

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Software Life Cycle Management

Other SAM tools

What is the difference between your offering and other SAM tools on the market?

KEY MESSAGE

- **Our solution is the first Software License Management with Insights (SLM/i) solution for the networking industry, designed for the emerging ITAM market of networking hardware and software, with advanced analytics and intelligent insights that drive operational efficiency and recurring revenue.**

- **Supporting Message 1:** Many other SAM tool companies are focused exclusively on application and OS software companies, such as Microsoft and Adobe, falling short on specialized capabilities to manage *networking software licenses.*

- **Supporting Message 2:** Traditional SAM vendors, such as Flexera or Snow Software, provide solutions focused on managing endpoints and user-based software systems (such as desktop software from Microsoft Office).

- **Supporting Message 3:** Our solution supports the convergence of networking hardware and software management, as well as the integration of traditional SAM solutions, into a single platform that provides full control, holistic views, and powerful processing capabilities for all your networking assets and contracts.

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Multi-Vendor & Data Integration Capability

Multi-Vendor Asset Management

Our asset mix includes hardware and software assets from different manufacturers. Do you offer a multi-vendor solution?

KEY MESSAGE

- **Our solutions are multi-vendor by design. We intentionally built our tools and processes to accommodate all IT networking assets, no matter the asset type (e.g., desktop, software license, etc.) or manufacturer (e.g., Cisco, Juniper, Palo Alto, etc.).**

- **Supporting Message 1:** To streamline the complexity of managing various manufacturer tracking systems, we normalize the data fields across multiple manufacturers to create a harmonious view across your install base.

- **Supporting Message 2:** Our teams/processes set up processes and workflows per manufacturer to meet the unique needs of our partners and customers.

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Multi-Vendor & Data Integration Capability

Cisco Vs. Other Vendors

Why are your data integrations with non-Cisco manufacturers not as comprehensive/detailed/in-depth?

KEY MESSAGE

- **OEMs or asset manufacturers don't all have the same type of data access. Cisco's advanced automation capabilities allow for faster, smoother API integrations. So, an asset move made in Cisco's data will typically be implemented more quickly than in another OEM's data.**

- **Supporting Message 1:** Our solution is OEM agnostic; as long as we have access to your OEM's data and tools, we can load the data in our platform.

- **Supporting Message 2:** We can perform audits and other functionalities that many OEMs are doing manually in Excel right now. We take on the pain points to ensure that you see your installed base in a "single-pane view" that provides you the "same" (Cisco-like) visibility into your manufacturer data.

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THANK YOU

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