SCALE SERVICE

ENTERPRISE IT SUPPORT SERVICES

Partnership Success Story:

Scale Service and NetApp Disrupt the EMC Refresh Playbook

The Challenge

EMC's refresh playbook is often used to swamp NetApp deals thought to be in hand at the last minute, or to prevent new NetApp deployments in the first place by EMC's leveraging of prohibitively high-priced maintenance costs at one end of the deal or the other.

A new approach was needed: one that would mitigate EMC's last-minute and aggressively priced proposal to either refresh with EMC or pay a budget-busting maintenance price tag for the legacy systems that NetApp sought to replace.

The Partnership and Solution

By working with Scale Service, a NetApp Alliance Partner, upfront in the sales process, both teams were able to successfully disrupt this top EMC sales tactic with a new, pre-emptive customer engagement strategy that solved this classic EMC customer tension model and sales roadblock—neutralizing EMC's account control and leveraging the cost savings that Scale Service brought to the table in order to secure the deal.

Today, NetApp is able to offer short-term, enterprise-class, transition-based support contracts that eliminate EMC's threat tactics aimed at the customer's peace of mind regarding their operational stability during NetApp's deployment phase, while simultaneously offsetting the effect of EMC price strategies with compelling savings by Scale Service.

The Target = Dell/EMC Storage & Network Fabric Installed Base, including:

- ➡ VMAX, VNX, Unity, VBlock, Isilon & Data Domain
- ➡ Cisco Fabric & Switches, Cisco UCS and Brocade

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The Customer

The customer, a multi-specialty group practice with more than 65,00 caregivers worldwide, sees 6 million patient visits per year across more than 200 locations.

Closing the deal with this customer was very frustrating for NetApp because AGFA had already on-boarded and certified NetApp—and from a technical perspective, AGFA solution engineers also preferred NetApp. However, the NetApp solution pitch stalled in the face of very high costs tied to EMC's post-warranty support. This deal became high risk from a sales-close perspective as AGFA would now only entertain EMC for a refresh, especially since they needed to support the existing in-production EMC systems during any transition phases.

Meanwhile, NetApp was facing a classic EMC account control tactic of a binary choice, positioning a timeline-sensitive, high-cost transition to a new OEM platform (NetApp) versus an efficient, cost-effective EMC refresh. With timelines closing, it certainly seemed like the safe, painless choice for AGFA. But they liked and had just previously certified NetApp's technology.

Enter Scale Service with a new, third way to sit at the customer engagement table—namely, by providing very cost-effective yet short-term bridge support contracts. Specifically designed site-by-site for each individual location's configuration, service level requirements, and flexible timelines as needed, the aggregate savings were compelling and pushed the deal back to NetApp. In this process, EMC account presence and their tactics were effectively neutralized.
Today, the systems are situated at two main data centers and 10 satellite offices.

The Results / Benefits

Scale Service's unique short-term bridge contracts deliver deal structure benefits to protect margin and revenue:

- Conservative 50% cost savings over EMC's Year 4 SLA; further savings based on timeline
- NetApp may have to cover costs of transition-related migration services; the above savings help offset these line items
- NetApp might opt to cover costs of post-warranty support by discounting overall purchase; Scale Service provides compelling savings in these scenarios
- Trade-in/buy-back value also helps preserve margins and revenue, covers removal costs and provides goodwill from the customer POV

Scale Service's unique short-term bridge contracts are key differentiators for the company, and are perfectly aligned with NetApp's sales goals—the shorter the contract, the better for both. Together, both companies can neutralize incumbent account control, improve cost savings and deal structure, and provide a safety net if transition timelines become unexpectedly extended.

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