



# Accelerate Technical Sales through Self-Service Demos

HOST

Quali



**Pascal Joly**  
Director, Technology  
Partnerships

GUEST SPEAKER



**Matt Branche**  
Lab Services Engineer and  
Automation Guru

# Agenda

1 Intro

2 Challenges

3 Approach


4 Case Study

5 DEMO

6 Q&A

# Have Questions?

Browse communities ▾ Information Technology ▾ IT Security



QUESTIONS?  
INFO@RAPID7.COM  
info@quali.com

▶ Live broadcast HD 🔊 ↗

Ask a question Rate this Details

Ask a question  Ask Presenter  Ask Audience

Type your question here...



# About Quali



01

Venture-funded start-up focused on Cloud Automation and Orchestration. Managing \$Billions in Infrastructure.

02

Delivers “Cloud Sandboxes” - Replicas of production environments delivered as-a-service.

03

Strong Innovation DNA – Trusted by customers Worldwide. Managing millions of Infrastructure elements

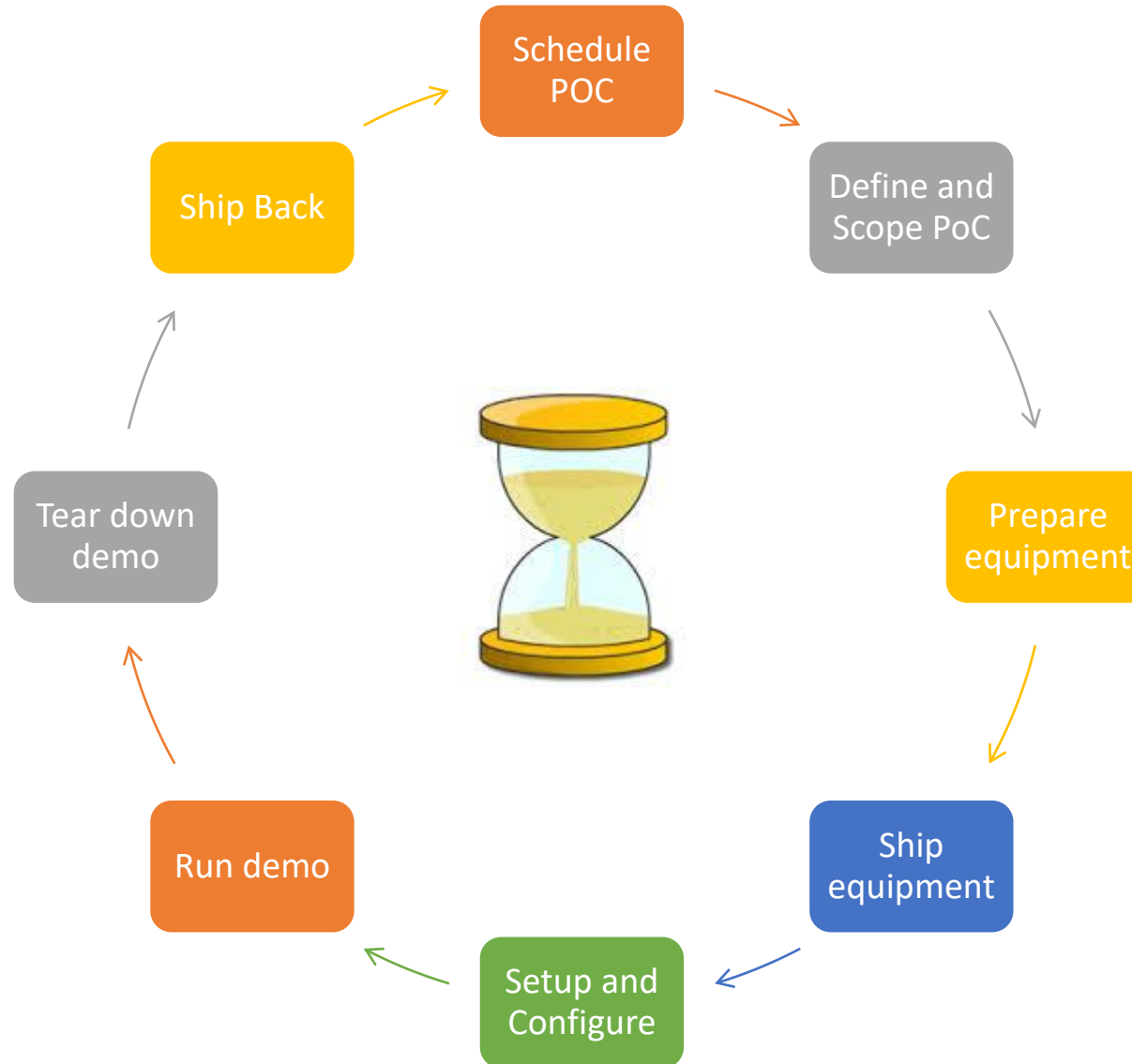
**150+**

*150+ customers – Cloud providers, Telcos, Enterprises – across FSI, Retail, Healthcare and Government*



*~120 employees in USA, Israel and Europe focused on serving customers worldwide*

# Anatomy of a traditional technical sales demo

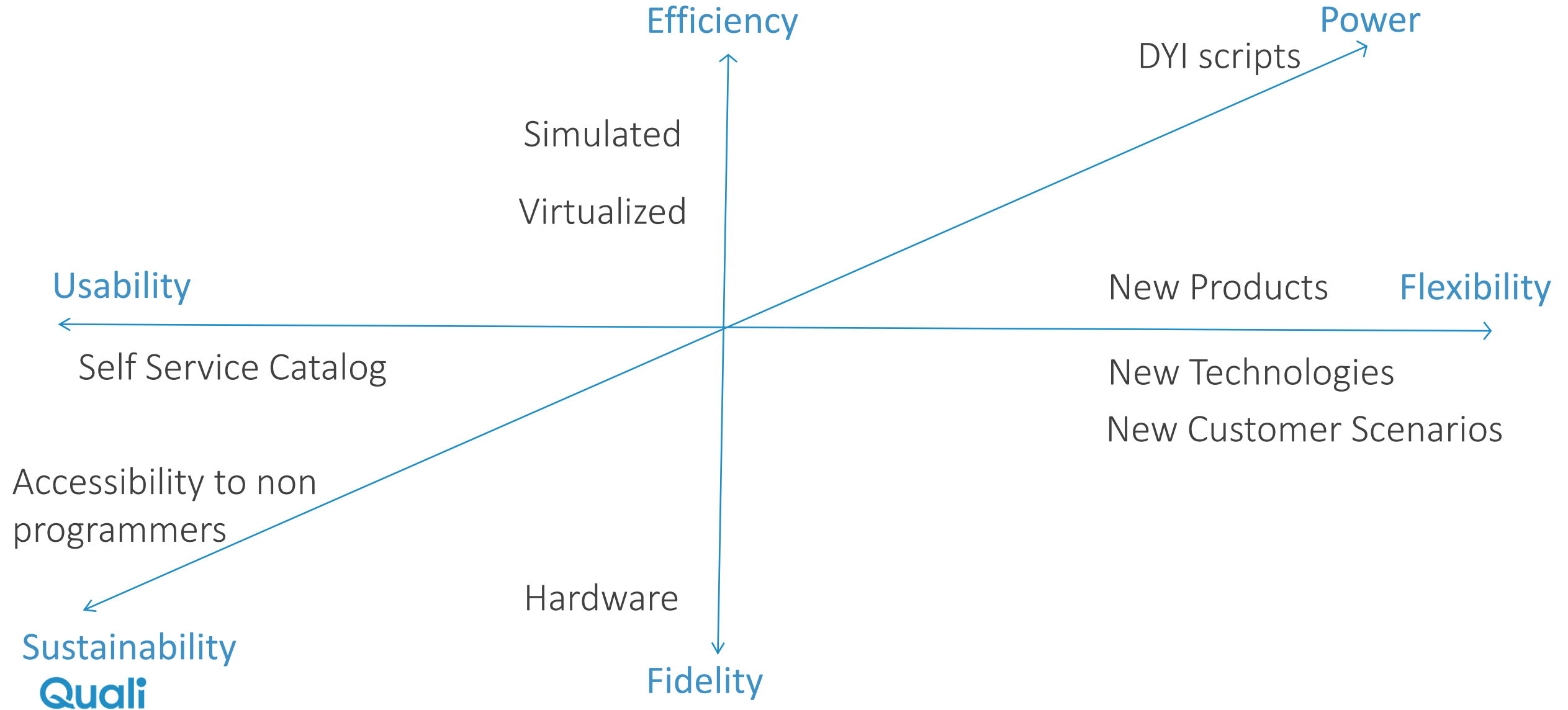


# Sales demos: what can go wrong WILL go wrong

- Static demo environments or resources that can't be shared between sales personnel lead to unneeded delays.
- Delays of PoCs due to Shipping time and cost
- Manual configuration time consuming and error prone
- Loaned assets for extended period of time never returned
- Bottleneck limiting the number of demos the team can run
- Shifting priorities and interruptions



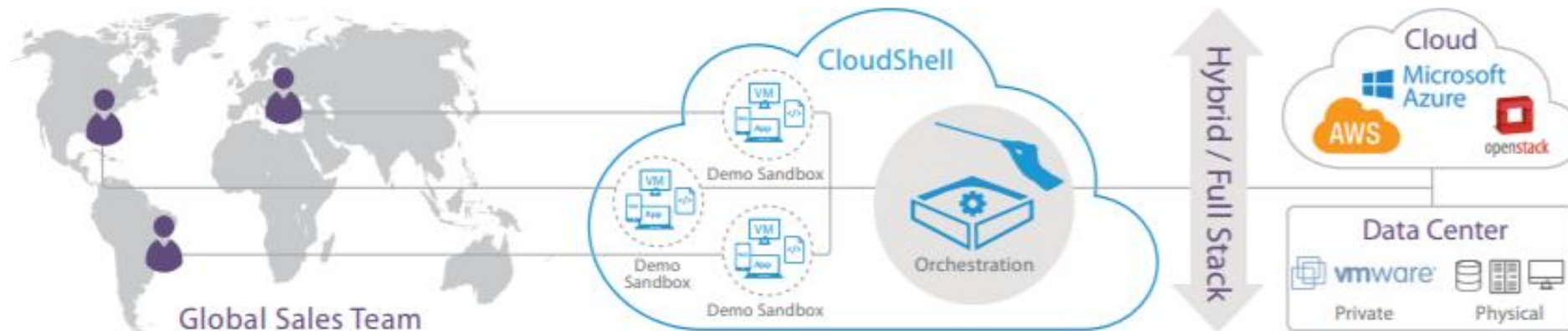
# The Demo Lab conundrum





# Demo Clouds

- Self service portal for sales team
- On demand access to most common scenarios
- User sharing as well as isolation for customer privacy
- Rapid provisioning of hybrid environments
- Scalability and maintainability
- Reporting and accounting against KPIs



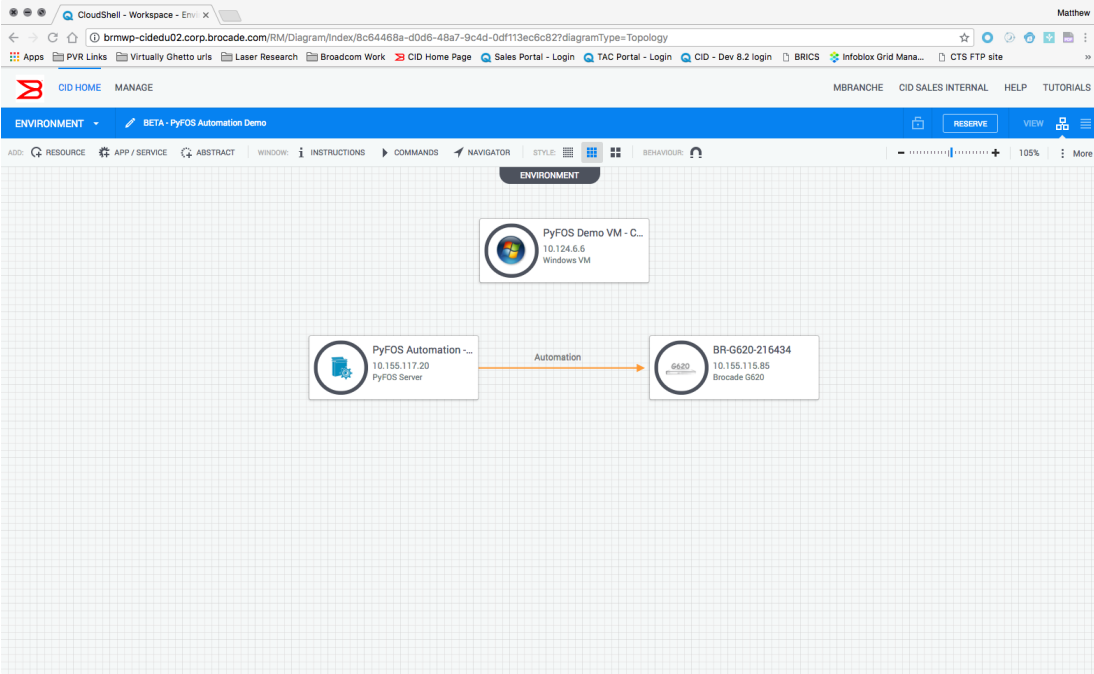
# Broadcom case study: How we got started



- Increase Lab Utilization efficiency/consolidate equipment
- Sales demo reservation with a self-service system
- Automation resets for all these demos



# Building our Demo Cloud with CloudShell



This screenshot shows the CloudShell interface with a catalog of demo environments. The interface includes a navigation bar with 'MBRANCHE', 'CID SALES INTERNAL', 'HELP', and 'TUTORIALS'. Below the navigation bar, there are several demo cards, each with a 'RESERVE' button. The cards include: 'Gen5 - Fabric Vision' (A demo of a BNA 12.4.2 SAN Fabric Vision tools), 'Gen6 Fabric Vision' (A demo of a BNA 14.4.1 SAN Fabric Vision tools), 'NVMe Demo' (NVMe Demo showcasing NVMe features), 'Static Sandbox' (Static Sandbox providing Alternative Demo functionality), and 'VM Insight' (A Brocade Demo featuring BNA and VMinsight). A 'Back to top' link is visible at the bottom right of the interface.

This screenshot shows a video player interface. At the top, there are tabs for 'Welcome', 'Considerations', 'Instructions', and 'Videos'. Below the tabs, there is a section titled 'Videos:' followed by 'Demo Basics:'. The main content area features a large blue video player with the text 'VM Insight' and a play button icon. The Brocade logo is visible in the top right corner of the video player area.

# Accomplishments and Next Steps

- Equipment consolidation
- End User Adoption
- Building Automation and Customization
- Demo Cloud Operation
- Expanding to Engineering and Support (TAC) environments





DEMO

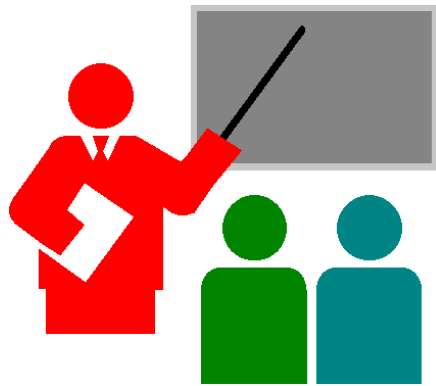
# Benefits of Demo Clouds



Speedy sales processes



Cost effective sales



Channels education



Better partner engagement



Questions?