Intent-Based Datacenter for Multicloud
How to use this guide

This Buyer Conversation Guide was developed in parallel with the video tutorial series entitled “Intent-based Datacenter Solutions for Multicloud.”

It is designed to help you prepare for customer interactions by leveraging IDC analyst insights you can use to engage buyers in conversations about important datacenter trends. In particular, the embrace of public and private clouds and the advent of the multicloud datacenter.

In this guide, you will learn about

- An industry trend known as **Digital Transformation** (DX), the increasing importance of applications as a business value driver, and how these changes are compelling a redefinition of the modern datacenter

- **The customer journey**—and the key value drivers motivating it—on the road toward a multicloud based datacenter

- Questions you can ask to **identify pain points** to help you identify and develop selling opportunities

- **Talking points** you can use to connect various solutions to this in a convincing manner
How to use this guide

This guide is broken up into the following segments:

- **Background and Industry Context**
  The Multicloud Challenge — Helping IT Prepare for the Datacenter of the Future

- **The Customer Journey and What Motivates It**
  How and Why Today’s Datacenters Must Evolve

- **Understanding How Different Vendors Fit into a Multicloud**
  Taking Control of Multicloud with Intent-based, Infrastructure Solutions

- **Telling the Story with Credibility**
  Skillfully Telling the Multicloud Story to your Customers
Background and Industry Context

The Multicloud Challenge —
Helping IT Prepare for the Datacenter of the Future
DX is a top priority for today’s enterprises

Digital Transformation (DX) is a megatrend driven by the desire of enterprises to...

- Remain competitive
- Enable rapid transformation of their day-to-day business processes and even their underlying business models
- Improve customer engagement and intimacy
- Achieve faster business outcomes through greater agility

By 2020, 60% of all enterprises will have fully articulated an organization-wide DX strategy.
Multicloud is an enabler for DX

As a fundamental enabler for digital transformation, enterprise IT is embracing cloud and multicloud environments. It’s important to note that IDC’s conception of cloud as stated here includes both public and private clouds.

Private cloud often includes on-premise application and data support

Public cloud includes SaaS and IaaS offerings

By 2020

67%

about 67% of enterprise IT infrastructure and software will be dedicated to cloud-based applications and services

By 2018

85%

about 85% of enterprises worldwide will have evolved their digital-transformation strategies to encompass multicloud postures
The heart of DX is the rise of applications

At the heart of this transformation is the rise of applications as the new face of business.

With developers leading the charge, organizations will increasingly deploy these new applications – often customer-facing applications that are designed to facilitate engagement – in multiple public and private clouds, while continuing to support on-premise applications and data where that best supports the business.

This is particularly true of newer applications, which increasingly reside in public and private clouds, directly impact the top and bottom lines, and are highly prized for their business value.
The Customer Journey and What Motivates it

How and Why Today’s Datacenters Must Evolve
Understanding how to engage with different buyers

Buyers who have embraced the vision of a multicloud datacenter

You can help them realize the reality of a well-managed multicloud strategy that meets their business needs.

Traditional buyers who fear it

You can help them see that it’s actually an opportunity for them to fundamentally and positively change the way they’re perceived.

Whether or not your customers have embraced the vision of a multicloud based datacenter will determine how you should engage them in conversation on these issues.

Your ability to knowledgeably discuss the industry trends noted in this guide can help you move your customers beyond the fear of change and see a clear path toward becoming business-outcome enablers and facilitators rather than infrastructure managers and cost centers.

Whichever type of buyer you encounter, multicloud is a great opportunity for you, the field sales professional. With intent-based datacenter solutions for multicloud, you can solidify your role as an invaluable partner in helping your customers smoothly navigate this transition and realize the benefits of digital transformation to evolve their business.
Multicloud datacenters must accommodate

Modern, multicloud datacenters must provide an all-encompassing architecture that addresses the need for both existing and evolving applications, the proliferation of workload locations, the need to maintain security and policy across these locations, and the increasingly complex challenge of IT management and operations.
Pain-point identification questions

To help you assess your customer’s situation, we’ve developed a number of pain-point identification questions that can help identify and develop selling opportunities. To be successful, it’s also important to have done your homework and know where your customer is going strategically so that you are prepared to ask follow-on questions and drive the discussion forward.

Describe for me what steps your organization is pursuing to facilitate digital transformation as a business strategy?

How important is digital transformation to your business and how do you see it changing your industry?

What is your organization doing to embrace a multicloud posture as part of its digital-transformation strategy?

In the new multicloud landscape, applications reside not just in the on-premise datacenter and in private clouds, but also in multiple public clouds. As your organization evaluates multicloud, how are you changing the parameters of the way you define your “datacenter?”
Pain-point identification questions

Is it important for you to have detailed application-performance metrics for application optimization and management?

To enhance business agility and flexibility, is it important for you to ensure application portability between public clouds or between your private cloud and public clouds?

How are you looking to modernize your datacenter architecture and infrastructure to accommodate your organization’s embrace of multicloud?

My experience with other customers indicates that developers typically seek environments that are fully abstracted from the complexities of underlying infrastructure, while the lines of business prioritize achieving business outcomes as quickly as possible by leveraging IT as a service. With this in mind, how are the needs of developers and the lines of business affecting your strategy here?

How are you balancing between the need to address these challenges comprehensively and the need to do so as simply as possible to maintain agility?
Understanding How Different Vendors Fit into a Multicloud Datacenter

Taking Control of Multicloud with Intent-based Infrastructure Solutions
Key value drivers: Multicloud datacenter

Knowing how and where to position various products as solutions that can assist your customer’s journey toward a multicloud datacenter requires that you have an understanding of the key value drivers relating to that journey. The following pages make this connection by reviewing the requirements of successful multicloud implementations and discussing which products you’ll want to pair with that part of the conversation.
Key value drivers: Multicloud datacenter

Modernizing datacenter architectures to embrace this new multicloud reality requires a common, consistent, intent-based policy model and the tools and resources to securely implement it. It’s all about accurately and continuously capturing the intent of the applications, the users, and the business, and ensuring that defined intent is consistently enforced across the multicloud application environment. By focusing on these requirements of the modern multicloud datacenter and what is required to satisfactorily address them, you can establish a compelling context for discussing and selling various datacenter solutions.

Links to internal sales resources can be inserted here and/or on multiple slides as needed.
Key value driver: Modernized datacenter infrastructure

Different vendors provide a range of compute, network, storage, and hyperconverged infrastructure solutions that include integrated compute infrastructure, network infrastructure and hyperconverged infrastructure, which combine software-defined compute, storage, and networking.

Links to internal sales resources can be inserted here and/or on multiple slides as needed
Telling the Story with Credibility

Skillfully Telling the Multicloud Story to your Customers
Key talking points

Now that we’ve identified the key issues underlying successful adoption of multicloud, let’s lay out some key talking points that articulate the importance of these value drivers and help you make the transition to talking about various product and service offerings…

Let your customers know that you appreciate and understand the challenges associated with the fulfillment and realization of multicloud strategies. Explain that you offer intent-based infrastructure not just for on-premise environments and private clouds, but also for multicloud application environments that include public clouds.

Make it clear that you appreciate that it’s not an either/or decision about where applications should reside, but a question of where each application should reside to deliver optimal value to the business. Whatever the customer wants to do, no matter what their multicloud posture, you have an intent-based multicloud datacenter architecture and underlying infrastructure that can help them achieve their goals.
Key Talking Points

If you learn that developers within your customers’ organizations are embracing containerization and microservices, yielding a growing number of business-critical applications developed with the express purpose and innate capability of migrating between clouds, make it clear that your intent-based architecture can accommodate that future.

Indeed, the intent-based approach is directly applicable to highly distributed application environments, in which application tiers and data services are spread across multiple datacenters and public clouds.