

# OPPORTUNITY PROFILE

## Company Information

|                         |                            |
|-------------------------|----------------------------|
| OEM: [REDACTED]         | Campaign Name: [REDACTED]  |
| Distributor: [REDACTED] | Sales Rep: [REDACTED]      |
| VAR: [REDACTED]         | Appointment ID: [REDACTED] |

## Account Details

|                                |                                       |
|--------------------------------|---------------------------------------|
| Account Name: [REDACTED]       |                                       |
| Address: [REDACTED]            |                                       |
| Website: [REDACTED]            |                                       |
| Industry: [REDACTED]           | Employees: [REDACTED]                 |
| ZoomInfo Revenue: [REDACTED]   | Prospect Stated Revenue: [REDACTED]   |
| ZoomInfo Employees: [REDACTED] | Prospect Stated Employees: [REDACTED] |

## Contact Details

|                          |                          |
|--------------------------|--------------------------|
| Contact Name: [REDACTED] |                          |
| Title: [REDACTED]        |                          |
| LinkedIn: [REDACTED]     |                          |
| Dial-In-Info: [REDACTED] |                          |
| Code: [REDACTED]         | Meeting Time: [REDACTED] |

## Account Description

The company has 510 global employees and 130 emp in San Francisco office. Company rev updated to reflect 2020 revenue of \$60M on 9/22/21. At West Agile Labs, we go the extra mile for our clients, on the first project, and on every project that follows. We are a Global Digital Product Agency that offers consulting, design and development services to build great products, foster close relationships, and help grow incredible companies.

## Account Technologies

- |   |  |   |
|---|--|---|
| <ul style="list-style-type: none"><li>• Amazon CloudFront</li><li>• Amazon CloudFront (Site Delivery)</li><li>• Apache HTTP Server</li><li>• Bootstrap</li><li>• CAPTCHA (common)</li><li>• CSS</li><li>• Clipboard.js</li><li>• Drift</li><li>• G Suite</li><li>• Gmail for business</li><li>• GoDaddy DNS</li></ul> | <ul style="list-style-type: none"><li>• GoDaddy Web Hosting</li><li>• Google Analytics</li><li>• Google Font API</li><li>• Google Global Site Tag</li><li>• Google Universal Analytics</li><li>• Hotjar</li><li>• JetPack</li><li>• Owl Carousel</li><li>• Starfield Technologies</li><li>• Trello</li><li>• Twitter Cards</li></ul> | <ul style="list-style-type: none"><li>• Ubuntu</li><li>• Vue.js</li><li>• WordPress</li><li>• WordPress.com</li><li>• Workable</li><li>• Yoast</li><li>• Yoast SEO</li><li>• jsDelivr</li><li>• reCAPTCHA</li><li>• Tidio</li></ul> |
|---|--|---|

## Questions Asked:

### 1. How many TBs of data are you managing in your environment?

The company has a total of about 150TB of data they are managing at this time.

### 2. Are you adding/refreshing storage capacity?

They need to refresh the current storage and add capacity for scale.

### 3. Why and how much?

The company is planning to add 50TB of all-flash storage for this project for scale. The reason for the project is that the current infrastructure is end of life and out of support. Also, due to growth, they need to add capacity as a new facility is being added to the company.

### 4. How often do you add/refresh storage capacity?

The company does not have a refresh cycle for storage.

### 5. When was your last upgrade?

The last time they refreshed the infrastructure was about five years ago.

### 6. Please describe your storage tech stack and rate of data growth.

The company has a total of about 150TB of storage at this time. Their primary storage vendors are Dell and Nutanix. The rate of data growth is 5-10% annually.

### 7. Would you be interested in learning about how you can trade in legacy equipment for cloud credits or towards new equipment through [REDACTED] offering?

Yes, the company would be very interested in learning how they can trade in legacy equipment towards new equipment and cloud credits through [REDACTED]. This would help reduce costs for the company, while improving efficiency and reducing TCO.

### 8. What other NetApp feature(s) would you like [REDACTED] to highlight?

The features needed in the ideal solution are increased speed, added capacity for scale, possibly moving data to the cloud, and being able to manage the movement of that data on-prem.

### 9. What is the process to select this type of vendor?

The process for making decisions for this solution is that [REDACTED] will review and test the solution. After the initial call with the partner, they will issue a POC and need to see a demo. They will compare four vendors before making the final decision.

### 10. Please describe your level of involvement in this decision..

[REDACTED] is the final decision maker for all IT projects and budgets.

### 11. On a scale of 1-5, can you rate the priority of this project? (5 being the most urgent)

This project priority is a 5 for the company.

### 12. Why is this a priority? How soon will you begin implementation after evaluation?

Due to the age of the infrastructure, the need to improve efficiency and scale the infrastructure makes this a high priority. They will evaluate the solution within 1-3 months and plan to implement it within six months.

### 13. Are you actively engaged or working with [REDACTED] or any other NetApp partners on this project?

The company is not working with [REDACTED] or any NetApp partners on this project.

### 14. What is your estimated budget range for this project?

There is budget range of \$150K - \$300K for this project.

### 15. When will budget dollars be available?

The budget dollars have been allocated for this project as part of the 2022 FY budget.

## Additional Notes

[REDACTED] is also open to all options for converged infrastructure, as well as mirroring the data to the cloud and controlling the movement of the data via on-prem tools.

## Appointment Guidelines

### What to expect

- Appointment details will be forwarded to the campaign "lead" catcher, or sales person if one has already been defined, once approved by our quality department.
  - Once the appropriate sales person has been identified, appointments@kazzcade.com must be notified.
- An appointment calendar invite, with all the call-in details, along with a PDF copy of the lead profile, will be sent to the assigned sales person.
- A call moderator will join the schedule call to ensure all participants are present and professionally hand off the call to the sales person. This phone call will be recorded for quality purposes.
- After the call is marked as completed, an updated profile will be sent with all contact information, and a survey will be forwarded to the sales person asking for feedback.

### Reschedule Policy

- Any reschedule requests must be made within 48 hours of RELEASE of the appointment to the campaign contact, and brought to the attention of Kazzcade at appointments@kazzcade.com.
- If a reschedule request is made beyond the 48 hours by the salesperson, we will attempt to gather the availability of the prospect to be contacted directly. The appointment will count towards the campaign.
- If the prospect does not join the call, we will work to reschedule the appointment on behalf of the salesperson. We allow prospects three (3) attempts to reschedule before closing out the lead.
- If the salesperson does not join the call, we will gather future availability from the prospect and email the salesperson detailing the steps to reach the prospect directly.
- In the event the call drops or fails, please inform appointments@kazzcade.com.