

# Hybrid IT partner battlecard

Solving hybrid IT challenges with the FlexAnywhere Platform  
from Flexential

## Summary

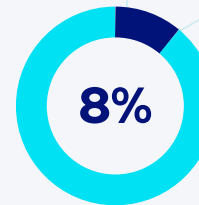
**What is FlexAnywhere?** - The FlexAnywhere™ Platform allows customers to solve their most complex hybrid IT challenges such as application reliability and performance so that mission critical environments are always on and available, infrastructure agility and scalability so customers can keep up with their growing demand, and superior network performance and interconnection to tie together and integrate multi-cloud environments.

## FlexAnywhere Platform solves the most common customer pain points

Customer Pain Points	Flexential Solution
<b>Improve application performance and reliability</b> so mission critical environments are always on and available	Choose colocation, private cloud or both to deliver resilient application hosting for mission critical environments. Compliment core infrastructure services with Professional Services to design and implement customers' DR plan as well as identify and remediate cybersecurity risks.
<b>Provide agility and ability to scale</b> so customers can keep up with their growing demand	Choose multiple configurations of cloud, either multi-tenant, single-tenant or single-tenant with dedicated vCenter access as well as private, low latency connectivity to public cloud on-ramps to provide agile and scalable infrastructure that grows as your customers' needs grow.
<b>Deliver superior network performance and interconnection</b> to tie together and integrate their multi-cloud environments	Your customers' need integrated multi-cloud solutions which Flexential can deliver through resistant colocation, flexible private cloud, and private connectivity to the public cloud providers all of which ride our 100 GB network backbone with a 100% uptime guarantee.

FLEXENTIAL®

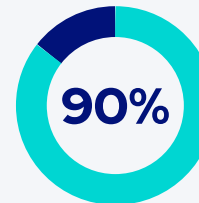
## The case for hybrid IT adoption



Only 8% of businesses have their IT located on-prem today<sup>1</sup>



The value derived from a full hybrid, multi-cloud platform technology and operating model at scale delivers 2.5x the value derived from a single platform, single-cloud-vendor approach.<sup>2</sup>



By 2022, more than 90% of enterprises will rely on a hybrid cloud environment to meet their infrastructure needs.<sup>3</sup>

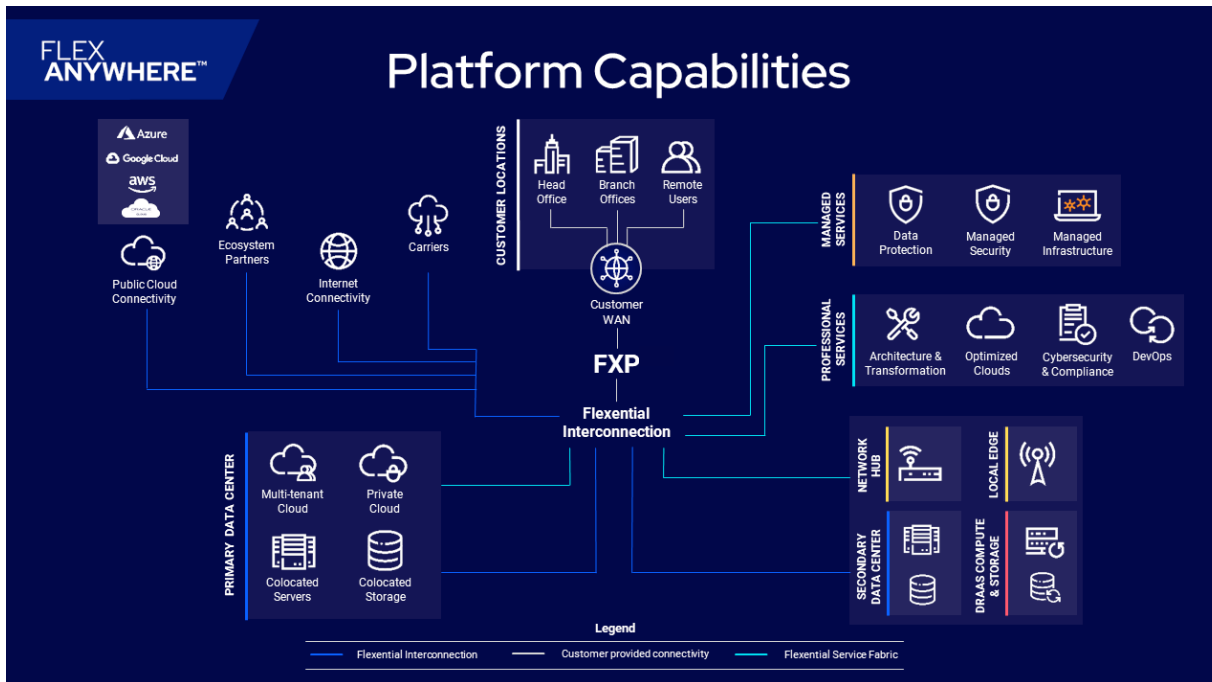
Source

(1) IDC, 2020 Cloud computing study

(2) 2020 Oxford Economics survey

(3) Flexera, 2021 State of the Cloud report

## FlexAnywhere™ Platform Capabilities



## FlexAnywhere Platform value prop and differentiation

FlexAnywhere solutions enable customers to focus more on their applications and less on their gear, freeing up time to unlock new revenue streams, create more productive work teams and enhance their overall customer experience.

The Flexential FlexAnywhere Platform highlights:

- 41 data centers across 19 markets
- 3 million+ sq ft footprint
- 10 VMware private cloud hosting locations
- 25+ public cloud on-ramps
- Interconnection platform built on a high available and redundant 100 Gbps network backbone to enable dedicated connectivity between all Flexential data centers
- The industry's only VMware cloud with full vCenter access
- Professional services for cybersecurity, cloud migrations, and disaster recovery
- Managed services and security services that keep customer's environments up, running and protected at all times

## Qualifying questions

- Do you have a cloud-first strategy? Or have you gone to the public cloud and are looking to rein in spending?
- Do you have a desire to shift from CapEx to OpEx or are you looking to close down an existing data center?
- Do you have limited IT staffing that is causing you to only focus on everyday tasks versus focusing more on business outcomes?
- What is your disaster recovery strategy? Are you testing frequently? Do you know the costs to the business if your applications go down? What do you do in the event of a data loss?
- Have you had a cybersecurity event? If yes, what was the business impact? How has this impacted your decision to move to the cloud?

## Partnering with Flexential

- Eliminate channel conflict through a "partner-with" model:
  - Co-sell with Flexential's direct sales team to ensure sales success and receive full commission
- Increase revenue stream with the Flexential VAR Equipment Policy:
  - Flexential will buy hardware from registering partner on private cloud deals
- Leverage a robust suite of Hybrid IT solutions from a single provider
- Your customers can benefit from Flexential contract flexibility, moving spend between service buckets as their technology needs change
- Attractive compensation and flexible partner agreement options