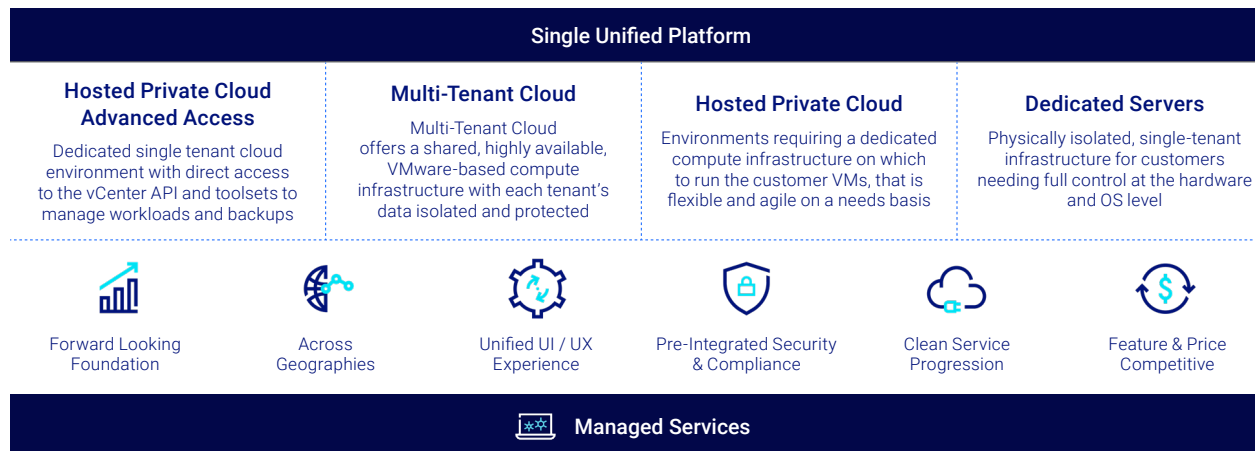


Flexential Cloud Battlecard

Let the workload be the guide.

Flexential Cloud Solutions Overview

Purpose-built for hybrid IT, Flexential Cloud delivers secure, high-performance environments for VMware workloads, multi-tier applications, and cloud-smart modernization strategies—supported by 24x7 experts and industry-leading SLAs.



When to position Flexential Cloud

Trigger events and best-fit scenarios for when you have a customer who needs to:

- **Migrate multi-tier applications** but isn't sure which cloud model fits best (public, private, or hybrid)
- **Enable a cloud-smart strategy**—balancing cost, control, and performance—without public cloud lock-in
- **Support workloads** requiring dedicated compute, isolated storage, or stronger security/compliance
- **Run a hybrid environment** with interconnection and consistent performance or expectations across workloads
- **Move VMware workloads** to the cloud without re-architecting applications or changing existing tools/processes



Identifying Cloud Opportunities

Uncover the opportunity.

Flexential will bring the cloud expertise.

- **VMware renewal or partner disruption**
Customers approaching VMware renewals or impacted by Broadcom's licensing and partner program changes.
- **Infrastructure refresh driving OpEx interest**
Rising hardware costs, long lead times, or refresh cycles prompting a shift from CapEx to predictable OpEx.
- **Hyperscaler cost or complexity challenges**
Customers evaluating hyperscalers—or already there—who are concerned about rising costs, billing unpredictability, or limited flexibility.
- **Limited internal cloud expertise**
Organizations seeking cloud benefits with a managed, guided experience rather than DIY public cloud operations.

Differentiators

Why Flexential wins

Hybrid Advantage	VMware Expertise + Modernization Path	Migration + Flexible Infrastructure	Security + Compliance Built In	Strong SLAs + Responsive Support
 • Built for hybrid IT with interconnection that links Flexential Cloud, colocation, and public cloud providers. • Deliver consistent, high-performance connectivity across distributed environments.	 • Pinnacle VMware partner (highest tier) • Deep experience supporting VMware-based environments and a clear modernization path (VCF 9 aligned).	 • Granular control over provisioning and consumption. • Proven ability to plan, migrate, and operate workloads across platforms, regions, and providers.	 • Pre-integrated security and compliance down to the hypervisor level, • Foundational building blocks for zero trust cloud environments.	 • 99.999% cloud compute availability • 100% cloud network availability • 24x7 managed VM support (15 min critical 2 hr non-critical)

Getting started

1. Leverage the marketing tools and resources on the [Partner Portal](#).
2. [Register the lead](#) and engage your Regional Partner Manager
3. Schedule a free [Fast Track Cloud Assessment](#), a quick, no-cost assessment that gives your customer clear workload insights and recommendations to optimize spend and performance.