



# Disrupt the Storage Status Quo

## Attack & Own EMC Storage/Fabric Infrastructure

### Neutralize the Dell/EMC Refresh Playbook and Take Account Control

**Scale Logic & NetApp - A Disruptive Partnership:** We are a NetApp Alliance partner with notable wins already booked such as Guardian & Cleveland Clinic. We leverage short term bridge contracts, positioned as customer engagement tactics in order to BOTH disrupt EMC account control and also to protect and support NetApp's transition phases during installation and migration.

### Scale Logic is NetApp's EMC Take-over & Take-out Partner

**Do not wait for EOL: Target the fabric and storage infrastructure today!**

- TARGET** *Brocade, Cisco, VBlock, VMAX, VNX & Unity*
- DISRUPT** *Dell/EMC Refresh Tactics & Neutralize Their Account Control*
- LEVERAGE** *Customer Engagement & Drive Account Expansion Goals*
- PROTECT** *NetApp's Deployment Transition & Migration Timelines*
- IMPROVE** *Overall Deal Structure w/Compelling Upfront Customer Savings*

Target the Fabric = Cisco & Brocade/Broadcom + Storage/Compute = Dell/EMC & Cisco UCS

Target Incumbent Platform	NetApp Replacement	Note
EMC VMAX, VNX & XtremIO, Unity VBlock in general, VMware etc. Isilon	AFF HCI FAS	*Pure actively uses refresh disruption, bridge SLA's & trade-in & take out as a disruptive sales engagement tactic
Data Domain and/or EMC w/Avamar	FlexPod NetApp & Cisco UCS w/Commvault or Veeam	Scale Logic is unique in that we can take on Avamar support desk

\*We cite Pure only by way of example as this validates our EMC disruption tactics, make no mistake Pure is our competitor too; but remember, Netapp can target the full EMC platform portfolio!

### The Scale Logic Difference - We weaponize short term actions, you manage long term relationships!

**Therefore, our goal is NetApp's goal.** The shorter the SLA increment the better! Our unique cost-basis is derived from aggregating 1000's of custom, short term SLA's while leveraging a highly specialized US-based call center and 20+ year onsite support network.

**Additional services include:** Compliant data erasure, drive shred, decommissioning, asset recycling, and buy back



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