

ExtraHop

Sales Messaging Framework

Control starts here.

Our customers get insights from all data in flight by harnessing the power of the network, the richest source of real-time data. It's never been possible until now.

Four cornerstones of our message that **MUST** be landed with every prospect:



CONTROL (why)
control for IT



INSIGHT (what)
insights from all data in flight



NETWORK (how)
richest real-time data source



POSSIBLE (only ExtraHop)
not possible until now

Memory sentence: **CONTROL** and **INSIGHT** from your **NETWORK** is now **POSSIBLE**

Discover

KEY MESSAGE: All IT & business transacts on the wire. The ExtraHop platform automatically discovers and classifies everything within a customer's environment as it happens in real time using a simple, agentless deployment model.

	HOW IT WORKS	VALUE
FEATURES	<p>Auto Discover</p> <p>No more blind spots: ExtraHop sees every device and application as it communicates on the network. ExtraHop gives the visibility customers need in today's hyper-dynamic IT environment.</p>	<ul style="list-style-type: none"> ▶ "You can't manage what you can't see." ▶ Mitigate risk – identify security breaches and areas of potential vulnerability ▶ Works in any environment
	<p>Auto Classify</p> <p>Rationalize your environment: ExtraHop automatically classifies and groups devices based on analysis of their observed communications.</p>	<ul style="list-style-type: none"> ▶ Easily manage your IT assets without spreadsheets ▶ Map dependencies automatically ▶ Gain visibility in dynamic environments
	<p>Agentless</p> <p>No instrumentation or modifications required: ExtraHop makes sense of all devices, data, and application transactions while in flight at incredible scale. Just mirror your traffic and ExtraHop will take care of the rest.</p>	<ul style="list-style-type: none"> ▶ Reduced cost and complexity ▶ No overhead on systems ▶ No new attack vectors introduced

Observe

KEY MESSAGE: The ExtraHop platform delivers unmatched visibility. Whether it is application and infrastructure performance monitoring, device/user interactions, or critical business-level transactions, no one else can deliver this unique visibility for IT and business intelligence.

	HOW IT WORKS	VALUE
FEATURES	<p>Broad & Deep</p> <p>Cross-tier visibility: ExtraHop brings visibility where others can't. Customers see East/West traffic and the entire application stack to rapidly diagnose deeply hidden, highly disruptive issues across their environment.</p>	<ul style="list-style-type: none"> ▶ Pinpoint issues across the entire application delivery chain ▶ Improve mean time to resolution (MTTR) ▶ Rapid security and issue detection
	<p>Adaptable</p> <p>Works the way you do: Whether it is your people or the technology, ExtraHop can adapt to the specific needs of the business. It's a customizable platform with an intuitive UI, global search, shareable dashboards, and simplified workflows.</p>	<ul style="list-style-type: none"> ▶ Future-proof your visibility ▶ Out-of-the-box support and visualizations for nearly any application ▶ Extensible support for custom apps and protocols
	<p>Real-Time</p> <p>Proactive monitoring: Through ExtraHop's ability to process all data in flight, all IT teams now have the power to proactively fix issues and prevent intrusions, while gaining meaningful visibility and insights into what's happening right now. See, know, and act—all in real time.</p>	<ul style="list-style-type: none"> ▶ Foresee and prevent service level agreement (SLA) disruptions ▶ Equip tier-1 support to solve issues immediately ▶ Contain and control security incidents as they happen

Analyze

KEY MESSAGE: Making sense of data is a top priority for customers, but can be difficult to achieve. The ExtraHop platform provides turnkey analytics capabilities throughout the platform, from real-time performance metrics to detailed historical transactions.

	HOW IT WORKS	VALUE
FEATURES	<p>Big Data Built In</p> <p>No data scientists needed: With turnkey stream analytics, Visual Query Language, and rich visualizations for wire data, ExtraHop provides powerful analytics capabilities for everyone to make smarter, data-driven decisions.</p>	<ul style="list-style-type: none"> ▶ Ad hoc correlation of all data in flight ▶ Eliminate or reduce reliance on cumbersome data platforms ▶ Real-time insights for IT, security, and business
	<p>Extensible and Open</p> <p>Make the most of your data: ExtraHop's open and extensible platform enables customers to make the most of their wire data. They can ingest contextual data into ExtraHop and stream select events and metrics from ExtraHop to other platforms.</p>	<ul style="list-style-type: none"> ▶ No data tax with Open Data Stream ▶ Enrich your wire data with the Open Context API ▶ Save time by automating and orchestrating management, device, event, and performance tasks at scale
	<p>Definitive Data, Structured Format</p> <p>Smarter decisions: Break down the silos of your organization by using a common, structured, and cross-tier dataset based on observed wire transactions.</p>	<ul style="list-style-type: none"> ▶ Act with confidence based on observed wire data ▶ Reduce time wasted in inefficient war-rooms ▶ Control purchases, upgrades, and migrations



CONTROL



INSIGHT



NETWORK



POSSIBLE

How to Use This Framework

This guide is meant to help you be a consultative seller. The text is not meant to be used verbatim. Instead, use the guide to frame the discussion and learn about your customer's challenges and land the appropriate ExtraHop value.

There are three high-level audiences with specific roles in each category to help you tailor your message. This guide follows sales best practices: Ask a question, listen attentively, and then respond with an appropriate value-oriented answer. Using the "Points to Land" will help you to differentiate ExtraHop from other competitors.

Networking Role Engagement

PLAYERS: Network Admin, Network Engineer, Network Manager, Network Architect

	QUESTIONS	EXTRAHOP VALUE	POINTS TO LAND
Qualifying	<p>What monitoring tools do you use?</p> <p>How do you troubleshoot problems that involve multiple teams?</p> <p>What are your interactions like with others in IT, particularly when issues arise?</p> <p>What initiatives are in play and what is your role in those initiatives?</p> <p>How will cloud and SDN affect your role?</p>	<p>The network offers more than just network data. ExtraHop analyzes all your data in flight, everything from packets to payloads.</p> <p>Our customers find that 80% of issues blamed on the network are actually due to app changes, storage and client configurations. They bought ExtraHop to identify the source and eliminate the confusion. (Insert war story here)</p> <p>Our customers often use the ExtraHop platform to elevate the role of the network team by providing other teams with cross-tier visibility. These network teams become essential to the full application lifecycle.</p>	<p>INSIGHTS</p> <ul style="list-style-type: none"> ▶ Auto discovery & classification ▶ Holistic visibility (L2-L7) ▶ Turnkey analytics <p>CONTROL</p> <ul style="list-style-type: none"> ▶ Cross-tier visibility ▶ Access to the right data gives you control ▶ Wire data is empirical/definitive
Objections	<p>I already have a Network Performance Monitoring tool.</p> <p>I use NetFlow.</p> <p>I need Continuous Packet Capture.</p> <p>I don't care about applications, just the network.</p>	<p>[NPM] Who uses your NPM tools? Our platform is used by not only the network team, but all teams, making problem resolution simpler and faster. (Insert war story)</p> <p>[NetFlow] That's great. NetFlow is inferential. You can understand a conversation took place. ExtraHop does flows, but goes further to show you the definitive details of a conversation all the way up to Layer 7.</p> <p>[Packet capture] Packet capture is prohibitively expensive, reactive, and infeasible in modern environments such as SDN.</p> <p>[Apps vs. network] How do you know how well applications are using your network resources? [Red flag! Not calling high enough.]</p>	<p>NETWORK</p> <ul style="list-style-type: none"> ▶ Agentless ▶ Pervasive monitoring ▶ Real-time visibility ▶ Persistent monitoring without intervention <p>CONTROL</p> <ul style="list-style-type: none"> ▶ Simplified workflows ▶ Access to the right data brings with it control ▶ Existing tools cannot handle the dynamic nature of modern environments

IT Ops/Application Role Engagement

PLAYERS: Enterprise Architect, IT Architect, IT Manager/Director/VP, Security Professional, Application Team, Database Admin, Storage Ops

	QUESTIONS	EXTRAHOP VALUE	POINTS TO LAND
Qualifying	<p>What's harder? Finding out what the problem really is, or fixing it once you are sure?</p> <p>How do you learn about and troubleshoot issues today?</p> <p>How do you map dependencies today? How confident are you in this? Is it real time?</p>	<p>ExtraHop provides cross-tier visibility and context so that you can see the big picture. You can rapidly identify issues wherever they live. ExtraHop is unmatched in this regard: (Insert war story here)</p> <p>Our customers find that 80% of the issues that are actually due to changes outside of their control. With ExtraHop, they've become more proactive with issues.</p> <p>We know you can't manage what you can't see. If it's not instrumented, you can't see it. Layers of instrumentation also creates overlap and create blind spots.</p>	<p>INSIGHTS</p> <ul style="list-style-type: none"> ▶ Auto discovery & classification ▶ Turnkey analytics <p>CONTROL</p> <ul style="list-style-type: none"> ▶ Cross-tier visibility ▶ Access to the right data brings with it control ▶ Wire data is a rich empirical source
Objections	<p>I already have a monitoring solution in place.</p> <p>Let me introduce you to the network team.</p> <p>We're focused on a key initiative and don't have time to consider ExtraHop.</p>	<p>[Existing tools] How much coverage do your tools provide? How are they functioning? Our customers tell us agent-based solutions become complex to manage and prohibitively expensive at scale. ExtraHop makes it possible to achieve comprehensive visibility.</p> <p>[Network monitoring] Though ExtraHop relies on the network as a data source, we provide invaluable insights to IT Operations teams especially.</p> <p>[No time!] Now might be the right time to consider ExtraHop. ExtraHop helps to mitigate risk for projects of all sizes. ExtraHop deploys quickly.</p>	<p>NETWORK</p> <ul style="list-style-type: none"> ▶ More than network data ▶ Pervasive monitoring without agents <p>CONTROL</p> <ul style="list-style-type: none"> ▶ Cross-tier visibility ▶ Works the way you do ▶ Access to the right data when you need it

Business Decision Maker (BDM) Role Engagement

PLAYERS: CIO, CEO, Application Owner

	QUESTIONS	EXTRAHOP VALUE	POINTS TO LAND
Qualifying	<p>Do you want to improve collaboration among your teams?</p> <p>Do you ever worry about buying something unnecessarily?</p> <p>What major initiatives are you involved in now? Why?</p>	<p>Unlike other tools you may have, ExtraHop is used across the entire IT organization, improving their collective IQs and allowing you to consolidate your tools. (Insert war story here)</p> <p>Without the ability to monitor all aspects of the service it can be hard to maintain high service levels.</p> <p>ExtraHop is a platform: It has hundreds of use cases across IT, security, and business. You will see more value the longer you have it.</p>	<p>CONTROL</p> <ul style="list-style-type: none"> ▶ Reduce down time and improve performance of critical apps ▶ Improve security visibility ▶ No more data silos; no more blind spots ▶ Rapid deployment and fast time to value ▶ Future-proof your investment
Objections	<p>We're focused on a key initiative and don't have time to consider ExtraHop.</p> <p>Let me introduce you to the network team.</p> <p>I already have something just like ExtraHop, [insert product here].</p>	<p>[No time!] ExtraHop is easy to deploy with a short time to value. It's low-risk, high-impact. ROI typically within six months.</p> <p>[Budget] ExtraHop often pays for itself in a single event.</p> <p>[Networking] Though ExtraHop relies on the network as a data source, we provide invaluable insights to all teams, including yourself.</p> <p>[I already have something] ExtraHop is unique. You have to see a demo.</p>	<p>INSIGHTS</p> <ul style="list-style-type: none"> ▶ Avoid unnecessary IT infrastructure purchases ▶ Hold your vendors accountable with definitive wire data analysis ▶ Measure performance baselines for continuous optimization

