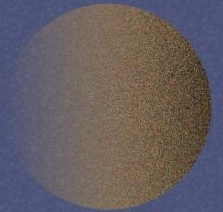




# Asset Creation Playbook



EXPERT  
MARKETING  
ADVISORS



# The Buyer's Journey & Why It Matters

- The buyer's journey is the active research process a buyer goes through leading up to a purchase.
- 70% of the buyer's 'decision' is complete before a buyer even reaches out to sales (Forrester).
- The vast majority of your customers are finding the information they need to make a purchase decision on their own, and they will make up their minds long before they reach out to you.

## What Can You Do About This?

Supply them with valuable content that helps in their decision process and nudges them into buying from you.

# Buyer's Journey - Asset Map



- Analyst reports
- eBooks
- Guides
- Editorial content
- Expert content
- Infographics
- Tech papers
- Blog posts
- Branded content

- Comparisons
- Expert guides
- Webinars
- Podcast
- Video demos
- Investor info
- Brochures
- Brand stories
- Product catalog

- Case Studies
- Comparisons
- Datasheets
- Live Demo
- Proposals
- Re-engagement

- Welcome Kits
- Loyalty Program
- Training Labs
- Virtual Summit
- User Groups
- Roadshows
- Digital Reports

- Ongoing offers
- Feature Trials
- Renewal
- Rewards
- Newsletters

# Asset Creation – Datasheet

## What a Datasheet Should Communicate:

- What's in it for the buyer
- How your product works
- Key benefits
- How you beat the competition
- Frequently asked questions (FAQs)
- Testimonials
- Brief call to action (CTA)

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<https://drive.google.com/open?id=19NvAS6uu-dDVlIEtTfSsWPNg6s9E2GmC>

Supercharge your cloud app with Opsani AI

opsani.com

The widespread adoption of cloud-based infrastructure has opened up a world of possibilities - and created a wide range of challenges.

How can DevOps teams integrate application optimization into the CI/CD cycle to ensure the performance needed for exceptional user experience, while keeping cloud costs under control? How can they do this when there are literally trillions of possible resource, middleware, and application parameter configurations?

**210% PERFORMANCE PER DOLLAR GAINS**

Optimize Cost & Performance with Opsani AI

Opsani AI delivers Continuous Optimization that is integrated into your CI/CD toolchain. Using machine learning, we tune the runtime parameters of your cloud application in response to code, middleware or environmental changes.

With Opsani AI - you deliver:

- New AWS/GCP best practices, CI/CD/CD
- 2X Increased application efficiency
- 80% Cloud Cost reduction
- Top and bottom line growth

...And this happens autonomously while you scale to meet your customer needs.

**Key Benefits for Your Operations Team:**

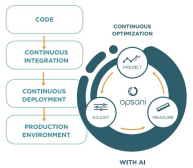
- Optimizes entire microservices architecture
- Simplifies and optimizes cloud scalability
- Tunes runtime parameters to keep cloud applications running optimally

**Key Benefits for Your Development Team:**

- Reassurance that new features will run optimally
- Enables rapid feature rollout
- Continuously optimizes for new code, middleware and environmental changes

**Key Benefits for Your Enterprise:**

- Improves customer/user experience by optimizing real user metrics
- Increases efficiency up to 250%
- Reduces costs up to 80%



eightfold.ai DATA SHEET

### Talent Intelligence Platform

“The Eightfold platform helps us improve operational efficiencies so we can quickly engage with high quality candidates and match past applicants to new openings.”

- Olivia Melman, Manager, Recruiting Operations at DigitalOcean

Eightfold.ai, the first AI-powered Talent Intelligence Platform (TIP), revolutionizes the talent acquisition process to challenge systemic issues relating to underemployment, job misalignment, and attrition. Eightfold.ai's TIP integrates with HRMS and ATS systems allowing teams to amass all relevant data in one place - a single system of record. It then employs its powerful AI engine to enable customers, for the first time, to actually make use of all the available data to identify highly qualified and reasonable candidates for their open positions, reduce churn of talented employees and meet diversification goals. In short it allows companies to hire, engage and retain the best fit candidates to support business goals.

**Public Data**

- University Rankings
- Resume Databases
- Career Pages
- Census Data
- Social Profiles
- Job Descriptions
- Industry Data & Trends
- Repositories (GitHub, etc.)

**Enterprise Data**

- Previous hires, Stage data
- Employee Outcomes
- ATS, HRIS Data
- Resume Books
- i.e. HCM/LMS data
- Raw Files - CSV, PDF, etc.
- Comm. i.e. CRM, email, ATS
- Open Positions

**Talent Intelligence Platform**

Result: Unstructured Data becomes Actionable Insights about Candidate  
**Fit – Potential – Skills – Career Trajectory**

**Eightfold.ai Difference for Talent Management**

We apply our insights to your company data giving you powerful tools to complete recruiting tasks and make informed decisions faster.

- Find Hidden Gems in Legacy Data
- Instant Resume Screening
- Automated & Targeted Nurturing
- Increase Qualified Applications
- Instant pre-screened pipeline



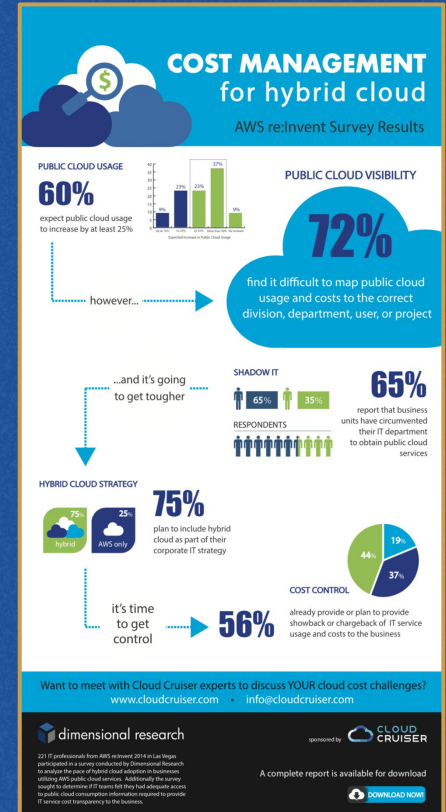
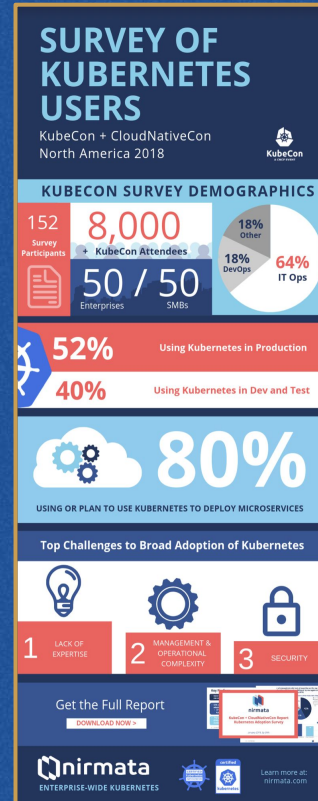
# Asset Creation – Infographic

## Why Use Infographics:

- Attention grabbing
- Build brand awareness
- Shareable
- Engages visual learning
- Share a lot of information at once in an engaging format
- Addresses pain points within your industry

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# Asset Creation – At-a-Glance

## Use an At-a-Glance to:


- Educate prospects and customers on new technology & product offerings
- Differentiate from the competition
- Position your company as a thought leader and innovator
- Provide in-depth information in an easy to consume format

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AT-A-GLANCE

### The ArcOS Network Operating System


#### The ArcOS Advantage

 **Agile**

Automated processes accelerate and streamline network provisioning, operations, and deployment. Built-in YANG/OpenConfig support simplifies integration into existing frameworks.

 **Elastic**

Modular software on white box/brite box network hardware maximizes flexibility in building a scale-out architecture for a variety of network environments (physical, virtual, cloud).

 **Cognitive**

Adaptive, optimal traffic engineering combined with fabric-wide telemetry delivers actionable insights.

History has repeatedly proven that large industries transition from vertical integration to best-in-class horizontal segmentation as the urgent business need for innovation outstrips the ability/intent of the incumbents to deliver. The networking industry is in exactly such situation, but it lags the compute and, to a large extent, the storage tiers in terms of this transition. Network operations teams are hampered by inflexible, proprietary systems that are expensive to build, operate, and manage. This model does not fit well into today's digital business expectations of a more agile and innovation-friendly smart infrastructure.

Recently, there has been an explosion of networking merchant silicon options in the market that continue to redefine what is possible. Additionally, the networking hardware ecosystem continues to evolve with a proliferation of readily available leading-edge network platforms from multiple ODMs. But the fundamental problem has been the lack of a modern, scalable, and viable software network operating system that enables the transition from a proprietary, closed approach to an open integration approach.


Arcus addresses this problem by delivering ArcOS, an independent, open, Linux-based network operating system, as a high-quality alternative to vertically integrated OEMs, to meet and exceed the modern smart network infrastructure requirements.

#### A Modern Network Operating System for the Data Center, the Edge, and the Cloud

ArcOS is a fully programmable, microservices-based network operating system built from first principles. Based on Debian Linux, it is an open system that can be easily integrated with other Linux distributions as well.

Key ArcOS elements include:

- Robust, resilient control plane at Internet scale
- Support for IPv4/IPv6/MPLS/Segment Routing forwarding
- An intelligent Data Plane Adaptation Layer (DPAL™)
- Data model-driven telemetry for control plane, data plane, and device environmental
- Consistent YANG/OpenConfig/REST APIs for easy programmatic access

1

# Asset Creation – Survey Analysis

## Leverage Surveys to:

- Create content that resonates with your target market
- Establish your company as an authority and thought leader
- Create multiple pieces of content based on findings
- Reveal unarticulated needs
- Equip marketing & sales with authority & objectivity
- Capture emails and fill the top of the funnel

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# Asset Creation – White Paper

## Why White Papers are Effective:

- Easily repurposed and used in different formats
- Expand brand presence and reach
- Establish your company as industry leader
- Build credibility and trust
- Engaged and educates high value leads
- Differentiates you from the competition
- Influential in the buyer's decision-making process

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# Asset Creation – Newsletter

## Purpose of a Newsletter:

- Attract the attention of potential clients
- Help interested prospects advance in the marketing & sales funnel
- Build rapport with prospects & customers
- Improve brand reputation
- Promote blog posts, latest news, and events

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<https://drive.google.com/open?id=1O3gNnqQ3n1PKZhTr7OTttsFohSSpiWoz>

MOD5  
Volume 1, Issue 1 – December 2018

NEWS FROM THE CORE

Best-Practices for SD-WAN

SD-WAN offers a lot of upside if configured correctly. WAN is particularly tricky. When you need your business to be always-on, SD-CORE has emerged as the most affordable, most reliable option. Join us every month for the latest news on getting more from your SD-WAN.

KEEP YOUR BUSINESS ALWAYS-ON

FROM OUR BLOG

aws Azure ERICSSON  
KEEP BUSINESS ALWAYS ON

ON-DEMAND WEBINAR

3 Must-Do's for Peak SD-WAN Performance

reInvented to the Core  
Join Adam Gerwin in his discussion of the benefits of optimizing Internet Core with SD-WAN to support your always-on network access needs.

3 Must-Do's for Peak SD-WAN Performance  
Steve Garson of SD-WAN Experts details three simple steps to mitigate Internet unpredictability.

Learn More About SD-CORE Best Practices

CISCO PACKETPUSHERS MOD5 VERSA NETWORKS

Read Boosting SD-WAN Performance Without MPLS from Cisco.

Don't miss this Podcast from PacketPushers featuring Mode.

Webinar: Enterprise WAN, A Memorandum by CEO Paul Dawes, December 20th.

Versa Networks partners with Mode to enhance enterprise WANs.

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Opsani Website Launch!

235% PERFORMANCE PER DOLLAR GAINS

Exciting image relating to article goes here

Unite fugit verra moll mi, necesse ne repugnare ut vort quis expugne... (Small text describing the performance gains)

Read more!

Latest News

WIRED MIT Technology Review

Opsani in the news! Making headlines

Unite fugit verra moll mi, necesse ne repugnare ut vort quis expugne... (Small text for WIRED article)

Unite fugit verra moll mi, necesse ne repugnare ut vort quis expugne... (Small text for MIT article)

Read more! Read more!

Upcoming Events

Opsani goes to Dockercon!

Unite fugit verra moll mi, necesse ne repugnare ut vort quis expugne... (Small text for Dockercon event)

DockerCon 2018

Extreme optimization!

Unite fugit verra moll mi, necesse ne repugnare ut vort quis expugne... (Small text for Extreme optimization event)

Read more! Read more!

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# Asset Creation – Animated Logo

## Purpose of an Animated Logo:

- Higher brand awareness
- High impact during opening and closing of video assets and webinars
- Memorable to potential leads & customers
- Evokes positive emotions



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<https://drive.google.com/open?id=lvi4tcmNHW3yK09MnUr7dZHEPWMJA2jRo>



# Thank you!

For inquiries or questions, please email  
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