

The Cisco-Cohesity Advantage

Hyperconverged meets hyperconverged when Cisco HyperFlex integrates with Cohesity software on Cisco Unified Computing System (Cisco UCS). Unlock deals and dollars by consolidating customers' primary¹ data and workload hosting on Cisco HyperFlex, and secondary² data and apps with Cohesity software on Cisco UCS from edge to core to cloud.

Organizations around the world are grappling with **mass data fragmentation**—the growing proliferation of data across locations, silos, and management systems that drives up IT costs and complexity, and prevents the business from using data for competitive advantage. As data volumes explode, legacy point products and cobbled-together solutions can't keep up. Cisco and Cohesity do.

How the Joint Solution Drive Deals & Dollars for You

1. Retire quota with Cohesity sales.



Our joint solution drives incremental sales for the Cisco data center portfolio including Cisco HyperFlex, UCS Servers & Fabric Interconnects, Nexus switches, and more. Retire quota and get compensated on the entire value of the solution. For Global 2000 accounts ripe for primary and secondary data consolidation, Cisco HyperFlex and Cohesity software on Cisco UCS is the go-to solution.

2. Earn more. Cohesity makes your Cisco HyperFlex and Cisco UCS deals bigger—and revenue recurring.



Double deal sizes is what you can expect while selling Cohesity with Cisco HyperFlex and Cisco UCS. Earn recurring revenue, quota retirement, and commission as customers expand deployment footprints after initial sales. Most Cohesity repeat purchases EXCEED initial sales — 66+% of customers buy 2x and 2.6x of initial purchase in 12+ and 18+ months, respectively.

3. Sell two solutions at once. Cohesity consolidates secondary workloads on Cisco UCS and helps consolidate primary workloads on Cisco HyperFlex.



About 80% of an organization's data is stored in the secondary realm. With native snapshot integration, Cohesity captures and consolidates not only primary workloads on Cisco HyperFlex but secondary workloads—including **target hyperconverged**

storage (for existing backup solutions), **integrated data protection, disaster recovery, filer, object store, test/dev, archive**, and **analytics** on Cisco UCS. Land customers with target storage or integrated data protection and then expand to more use cases. More than 90% of customers use Cohesity for multiple use cases.

4. Displace top data center competitors in Global 2000 accounts with joint Cisco-Cohesity solution.



\$60B is the secondary data and applications market opportunity. Complementing Cisco HyperFlex for primary, Cohesity for secondary data and apps gives you an unmatched solution to displace legacy, point-product competitors and cobbled-together solutions. Don't let EMC Avamar, Data Domain, Isilon, Veritas, IBM, etc. win any more terabytes of storage that can and should land on Cisco UCS.

5. Move the cloud conversation forward on your terms.



Cohesity makes it easy to seamlessly extend secondary workloads to customers' cloud of choice—**Amazon Web Services, Microsoft Azure, Google Cloud**, or **Cohesity Powered** service providers. Sell deployment from ROBO/IoT edge to core to cloud.

Customer Purchasing Details

Our joint solution is available through the Cisco SolutionsPlus program and will be available directly from Cisco's Global Price List, making sales and delivery easy for Cisco and its channel partners. For sales support, engage Cisco Data Center PSS / TSA, and Cohesity Sales by registering deals **online** at cohesity.com/partners/register-deal.

Get Started with Sales Resources

- **Cisco Validated Design** for Cohesity
- Solution Brief
- Sales Accelerator
- Sales FAQ
- Customer Presentation
- Web: www.cohesity.com/cisco

Retire quota. Earn more. Displace competitors. All with Cisco and Cohesity.

Transform IT with complete hyperconvergence for both primary and secondary data & apps from edge to core to cloud.

1. Primary data is loosely defined as the mission-critical information required for companies to do business.
2. Secondary data includes backup and recovery, files and objects, test and dev, archive, and analytics.