



DATAKOM & ARUBA JVP

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What Is a Joint Value Proposition?

A joint value proposition (JVP) is a customer facing statement that articulates how a partner and vendor relationship aligns to develop an offering that resonates with the target audience.

The combination of partner and vendor products and services join to create a clear differentiator from key competitors. Importantly, the JVP can be substantiated through a portfolio of positive customer experiences, real business benefits, and market leading technologies.

It's important to keep in mind that a JVP isn't a mission statement, a tagline or a slogan. Your JVP should delve deeper into opportunities for customers and prospects by addressing a range of pain points. The partnership and JVP at both a market and customer level should demonstrate agility and flexibility for developing 'fit for purpose' solutions that can match technology requirements and deliver business outcomes.

At RAW we believe the JVP is a vital ingredient to any successful partner and vendor aligned campaign. It is a critical step in understanding the "what, how and why" of the combined offering, as well as the associated messaging and marketing tactics that will succeed within the marketplace. The JVP needs to have purpose and clarity in its overall message in terms of:

- how it resonates with the target audience
- how the offering is differentiated from competitors
- how the go-to-market proposition be substantiated through real facts and data, references and case studies



Your joint value proposition **is**

What problems are solved by your product/service?

What can you offer your customers your competitors don't?

How will customers benefit from your product/service?



Your joint value proposition **is not**

A tagline or slogan

Your positioning statement

Uncovering the “why”

At RAW we take a collaborative, workshop-style approach to producing JVPs, as it's important to have different teams and disciplines bringing their unique and varied perspective.

Our JVP mapping addresses how a partnership **resonates** with customers, **differentiates** from competitors and **substantiates** with prospects.

For the Datacom & Aruba Mid-Market Campaign JVP we conducted an initial intensive in-person workshop with members of the Datacom and Aruba teams. This was followed up by individual interviews with Datacom BDMs and marketers, as well as Aruba to gain further insight into specific customer use cases. These insights became the reference points to draw proof points and messaging from, enabling us to develop the facts around how the JVP **resonates, differentiates** and can be **substantiated**.

The following are some of the questions that were designed to spark discussion and uncover answers for how the Datacom and Aruba partnership can develop into a truly market leading position, backed by a proven and demonstrated Joint Value Proposition.

- Who are your customers and why? What is your target market?
- Why should customers buy from Datacom/Aruba instead of the competitors?
- What business opportunity, technology need and/or pain points does the joint market offering solve?

collaborate
resonate
differentiate
substantiate

Contributors



THOMAS COOK

Business Development Manager
Datacom



VIKKI O'SHANNESSEY

Marketing Manager
Datacom



RICHARD LEAR

Business Development Manager
Datacom



SCOTT CUNNINGHAM

Business Development Manager
Datacom



SCOTT KADEN

Business Development Manager
Datacom



DELICE COOP

General Manager of Sales
Datacom



ADAM DAWSON

Queensland Channel Manager
Aruba

Technology and services

Datacom understands that the network is the foundation for all IT delivered services and must be fit-for-purpose.

Cloud managed networks from Aruba offer enterprise grade performance, hassle free setup and configuration, and most importantly, an uninterrupted user experience.

- Wi-Fi that just works, **Aruba Instant** access points provide the performance and reliability that organisations need today.
- Streamlined and enterprise-grade, with **Aruba Central**, everything from setting up the network to monitoring and maintaining it is effortless.
- Wired access that's fast and reliable. Cloud-managed Aruba Switches deliver what you need to maintain IoT devices and keep your organisation running.

Datacom are leaders in modern networks, with a deep understanding of Aruba's leading network solutions and how to get the most out of them. They help clients to develop a customised and evolving network, while adhering to security and compliance requirements.

Bringing together the latest network developments from Aruba and world-class experts who genuinely care, they set a new standard in network implementation. They offer a broad range of services spanning digital, operations, and products – all underpinned by over 50 years of experience and insight.

Crucially, their certified Aruba subject matter experts have world-leading knowledge mixed with extensive local experience to deliver cost-effective and secure network solutions that offer superior performance.



Why Datacom?

Datacom has a longstanding and successful partnership with Aruba. They are in a strong position to offer national reach and coverage, combined with an experienced local team who can deliver tailored solutions to the Queensland market.

Over time, this has created strong brand awareness and a leading reputation across the technology community. This localised and robust market position presents Datacom as the ideal partner to align Aruba with the Queensland market.

Datacom have been operating in Australia for 53 years, and have a valuable asset in the experience and continuity of their team - with BDMs that have worked in the business for an average of five years or more. This provides prospective and current customers with a sense of comfort and security in knowing they will be dealing with the same person along their technology journey with Datacom.

Datacom's truly talented and engaged team is a significant differentiator through their reputation for providing excellent customer support, while always working to position their clients for future growth. Their leading Brisbane engineer is the subject matter expert across all Aruba technologies, and holds a full suite of Aruba certifications. There are a limited number of fully qualified Aruba certified engineers within Australia, so Datacom are able to use this as a reference point in differentiating its service and technology in the marketplace.

In relation to competitors, size does matter. Datacom is seen as an ideal technology partner of choice in the mid-market space. As one of Queensland's largest technology providers, they have a mid-market offering that is characterised by high touch localised service. Over time, this approach has developed a deep trust with customers that Datacom can understand and address their unique business and technology requirements. This service model, combined with a stable and experienced team of technologists and business consultants provides a compelling case that can be confidently taken to market as a differentiator.

Sustaining long term partnerships with customers is the key to Datacom's ongoing growth and dominance in the Queensland market. Many customer experiences can be referenced to highlight how Datacom can substantiate and back up its market proposition of how it creates value for customers and prospects.

Jointly with Aruba, Datacom helped Brisbane Boys' College (BBC) to choose and implement a robust wireless network to reinforce their reputation as a leading, innovative school. Through analysis of BBC's unique environment, it was identified that the edge-centric Aruba stack could deliver the end-to-end capabilities BBC were looking for; ClearPass would provide the necessary automation of authentication, while AirWave the network monitoring and management.

It was Datacom's ability to help identify the technology requirement and guide the school in choosing the best devices to meet their business requirements that created key points of difference for BBC in engaging Datacom. Further value was added when Datacom utilised their existing strong ties to the vendor, to ensure support and global strategy assistance was able to be leveraged.

Datacom is well placed in Queensland to nurture, grow and maintain these relationships while positioning Aruba as the ideal mid-market solution for managed cloud networks.

Why Aruba?

This mid-market campaign is a bid by Aruba to position itself in the market as a leading competitor against Cisco Meraki - who currently has 70% of the Australian market.



Aruba provides three different offerings:

- **Central** is the cloud managed platform that is most important for this campaign.
- **Airwave** is the on-premise offering for larger customers.
- **Instant** is the smallest/lowest offering - this proves Aruba's scalability which is a real selling point.

Aruba positions itself as a better alternative to Cisco Meraki in a number of ways:

- The Aruba product portfolio has a customisable capability based on customer needs: Controller/Controller-less/Cloud Managed or AirWave OnPrem. On the other hand, the Cisco Meraki portfolio has a minimal set of customisable features and can only be managed by a Public Cloud Dashboard.
- Aruba products do NOT have mandatory subscription license and can be managed locally (CLI/WebUI), by OnPrem AirWave or by Central Cloud platform. Conversely, Cisco Meraki network will stop functioning without its mandatory cloud management license.
- Aruba products have a proven track record in all verticals and enterprises with a robust product roadmap based on current technology and customer needs.
- Aruba Management (AirWave) and Policy Server (ClearPass) integrate seamlessly with all major network vendors' equipment. Cisco Meraki Cloud management can't integrate and work with traditional Cisco OnPrem equipment, nor any other major network vendor.

Aruba positions itself as a cost-effective alternative, which resonates with customers and prospects. This offer particularly appeals to a targeted group of prospects that have been tied into lengthy subscription licenses with Cisco Meraki. Aruba differentiates from its competitors through agile customisation and the ability to integrate with third-party vendor equipment.

Aruba substantiates its technology and service model through a range of customer experience case studies which demonstrate successful technology deployments and highlight customer satisfaction from superior solutions.

Target Audiences



The target audience mid-market, 100-500 seats. Datacom and Aruba are strong in the K-12, with **70-75% of revenue coming from this sector already.**

As the purpose of this campaign is to generate net new business, it was agreed to focus on different verticals such as engineering, construction, aged-care and financial, while also agreeing that mining was not a compatible industry. Aruba also advised that the mid-market solution fits well with the retail vertical, and the message could be scaled depending on seat size.

The agreed target audience for this campaign was IT managers, CIOs, and other decision-makers at 100-500 seat companies within these verticals. Exclusions were education, government, and mining. We decided on this audience as all agreed it showed the biggest opportunity for growth of market share - with enough companies in these verticals having this seat size and operating in Queensland to target. Equally, Datacom has not had the opportunity or capacity to tap into the potential of these verticals, and is eager to expand its reach.

Pain points

Within the target audience, decisions makers and decision influencers are likely struggling with one or more concerns with their current network. Chief among these concerns is efficiency, as every business is trying to achieve more with less. However, these organisations also have new needs for a more scalable and flexible network as new varieties of devices, applications and users require higher levels of network performance and uptime.

Security is also a major concern of the target audience, as every decision maker is more aware of the risks they face due to new privacy and security compliance regimes. They also want to limit any potential downtime and have a network that can quickly recover from any unforeseen outages.

Heat map/graphic of audience. Each partner different.

End User Challenges & Objections

The greatest difficulty in this campaign is the current market share split, with Cisco Meraki holding 70% of the market share in Australia. The primary objection to Aruba in most conversations with prospects is a previous, heavy investment in the Cisco ecosystem - both a financial investment and investment of time in educating and training staff, etc. Because of this, Aruba versus Cisco Meraki discussions commonly come down to the cost of (and possible fear of) change.

Some common misconceptions around making the switch to Aruba include:



- **Commitment** - Many mistakenly believe that the switch to Aruba would require a long term commercial commitment, where Aruba actually offers shorter and more flexible terms.



- **Costs** - Where businesses have invested in lengthy implementations and training for Cisco, Aruba cloud-managed networks can be up and running in much shorter timeframes with more intuitive usability on day one.



- **Integration** - There is a misconception that Aruba won't efficiently integrate with their current technology infrastructure, when in fact Aruba seamlessly integrates with more platforms and hardware than Cisco does currently.



- **Scalability** - Many are concerned that Aruba may not meet their future performance needs, while Aruba networks are renowned for their ability to scale up or down as a business grows.

There is a consensus between Datacom and Aruba that it will be valuable to leverage the cost of renewal of the 5-year licensing agreement with Cisco Meraki by comparing this to the Aruba model that offers shorter terms, without the need to purchase an entire network upfront. In short, Aruba offers commercial flexibility that Cisco Meraki does not.

As well as the importance of communicating the long-term savings of moving to Aruba (more info to be added here), Aruba has suggested offering a package that incorporates training as an attempt to dislodge Cisco.

JVP Matrix

Aruba positions itself as a cost-effective alternative, which resonates with customers and prospects. This offer particularly appeals to a targeted group of prospects that have been have been tied into lengthy subscription licenses with Cisco Meraki.

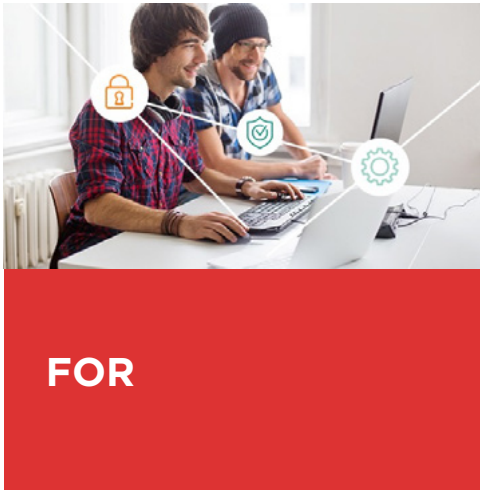
Datacom are leaders in modern networks, with a deep understanding of Aruba’s leading network solutions and are seen as an ideal technology partner of choice in the mid-market space. As one of Queensland’s largest technology providers, they have a mid-market offering that is characterised by high touch localised service.

The agreed target audience for this campaign is IT managers, CIOs, and other decision-makers at 200-500 seat companies within engineering, construction, aged-care, retail and financial services. Exclusions were education, government, and mining. Within the target audience, decisions makers and decision influencers are likely struggling with concerns around performance, scalability, efficiency and security

The following are factors that resonate, differentiate and that can be substantiated across the areas of Technology, Services and People. The purpose of this matrix is to pull relevant information in designing a dynamic set of criteria that come together to be the JVP for a company’s unique set of business and technology requirements.

	TECHNOLOGY	SERVICES	PEOPLE
RESONATE	The total cost of ownership	Relationship/ engagement style Flexible commercial agreements.	National coverage with localised team. Queensland based support and team.
DIFFERENTIATE	Cost of licensing compared to Cisco Meraki. Aruba products integrate with all major network vendor equipment.	Aruba products don't have mandatory subscription licenses.	Low turn-over of staff, most BDMS have been with the company for an average of 5 years. Consistency of service delivery.
SUBSTANTIATE	Gartner 2018 Magic Quadrant for Wired and Wireless LAN Access Infrastructure- software-defined, secure, and designed with amazing simplicity.	Client retention – get statistics The BBC & Aruba deployment was the biggest instant deployment of APs and switches in the Southern Hemisphere at the time. All led by the Datacom team.	All sales staff certified. Staff retention. Stats on this avg and number.6200 staff. QLD leading technologist. Certified local engineer. Aruba certified engineer.

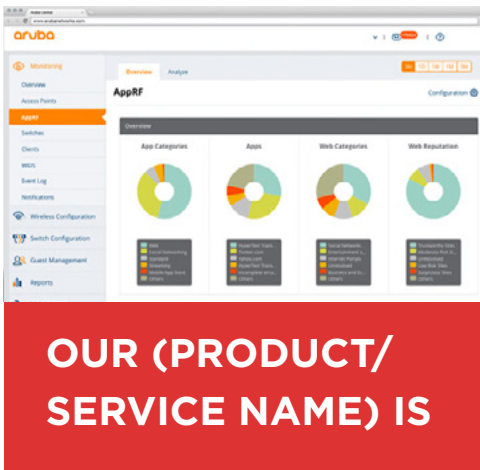
JVP Statement



IT professionals working in mid-market sized companies and researching networking technologies



Are looking for proven, industry leading, customisable networking technology, Aruba have a range of solutions that offer a flexible and agile alternative licencing model to the likes of Cisco Meraki.



The Aruba portfolio can be centrally cloud managed or deploy an on-premise offering dependent on customer needs. Additionally, the scalability features of the portfolio especially appeal to the growing mid-market type client.

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MARKETING

CONTACT US



1/41 Robertson Street,
Fortitude Valley, QLD 4006



1300 866 935