

Asset Creation Playbook

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.
- 67% of the buyer's 'decision' is complete before a buyer even reaches out to sales (SiriusDecisions).
- 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?

Meet them where they are in the buyer's journey and provide them the information they need to make the right decision. Supply them with valuable content that helps in their decision process and nudges them into buying from you.



Buyer's Journey - Asset Map



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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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 DevOps best practices, CI/CD/CO
- 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 vcandidates 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 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 retainable 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/HRIS data
- Raw files - CSV, PDF, etc.
- Comms. i.e. CRM, email, ATS
- Open Positions

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

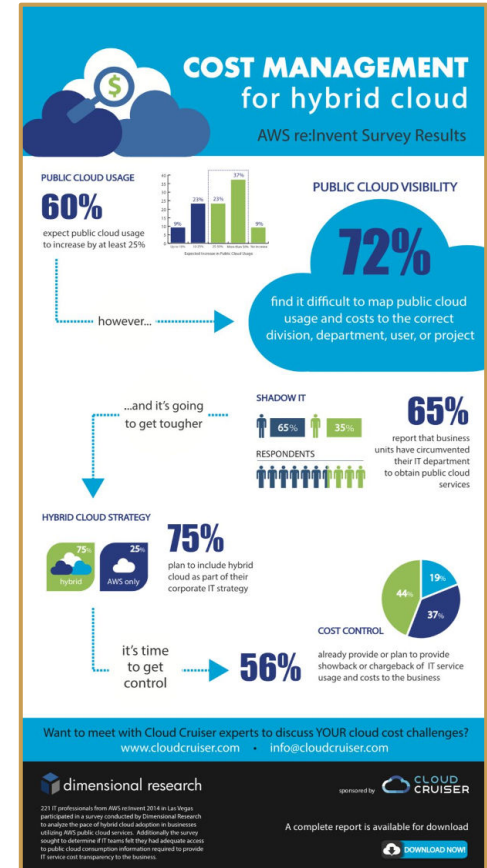
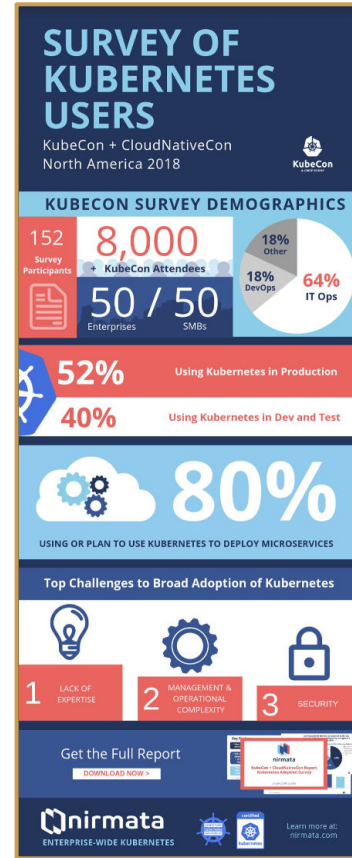
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Asset Creation - Infographic

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 mode-driven telemetry for control plane, data plane, and device environments
- Consistent YANG/OpenConfig/REST APIs for easy programmatic access

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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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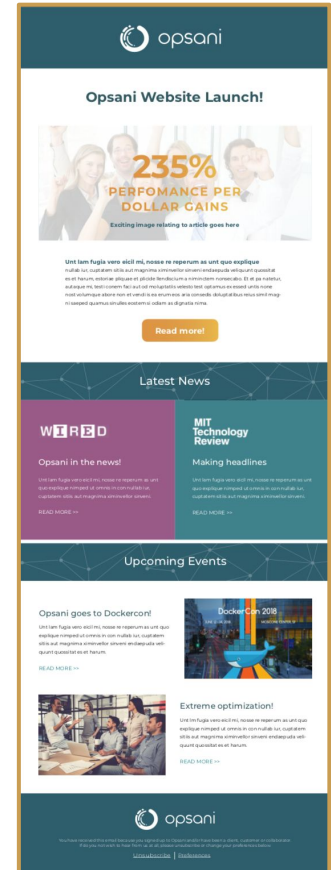
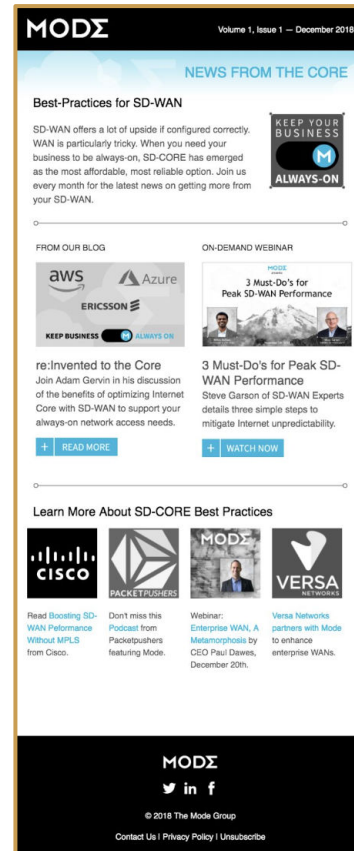
Asset Creation - Newsletter

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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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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Thank You!

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