



FUSION-io®

# **Go To Market Strategy**

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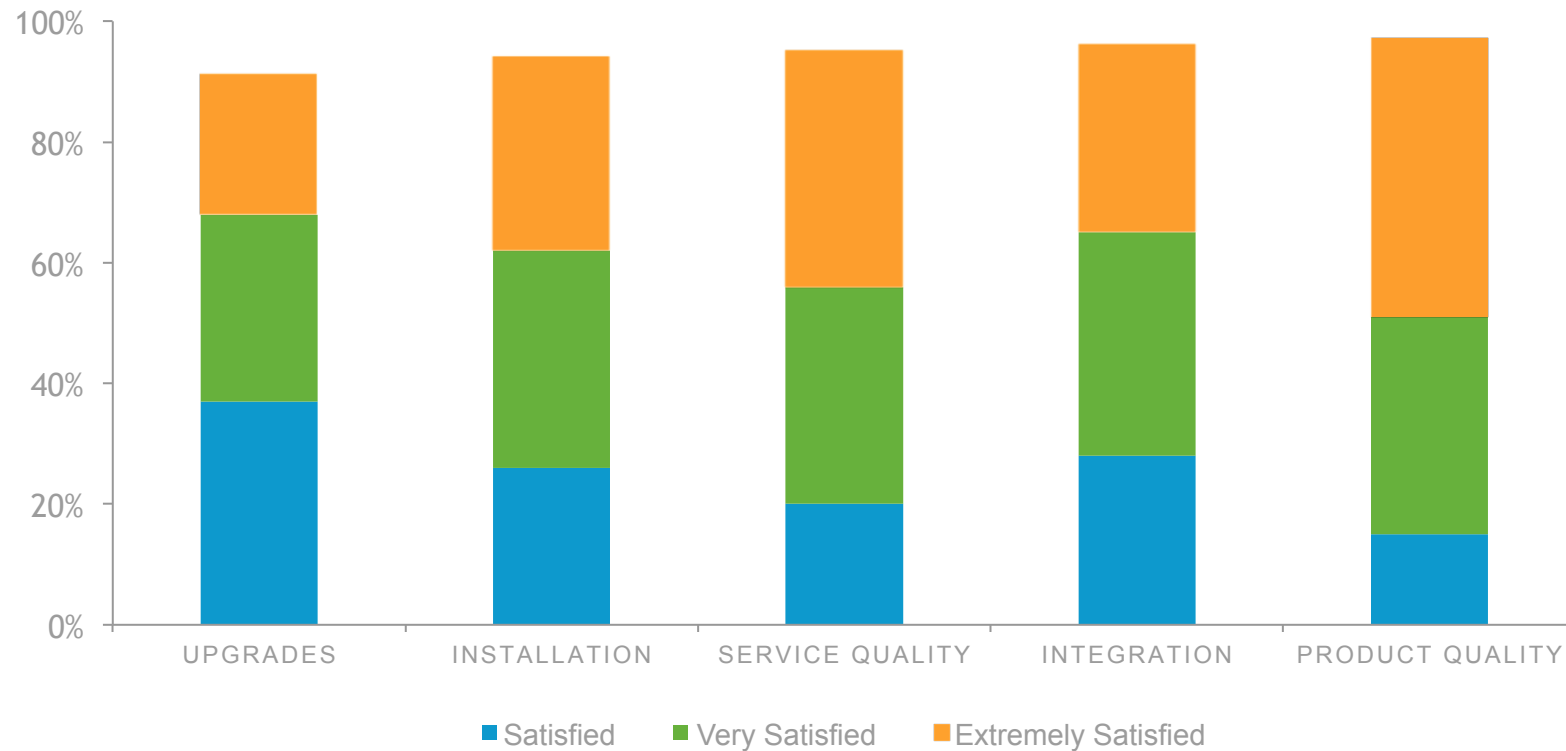
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# World Class Products!

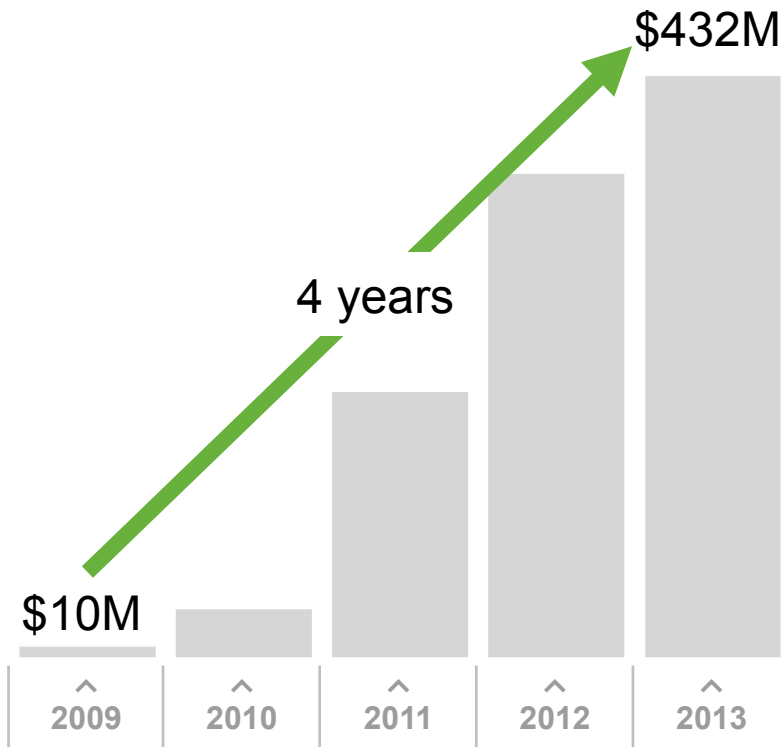


# High Customer Satisfaction



Source: 2013 Fusion-io Customer Survey

# Rapid Fusion-io Growth



- ▶ Hot product in a hot market
- ▶ Race to keep up with demand
- ▶ Revenue over process
- ▶ Direct over Partner
- ▶ Limited OEM and Channel





How do we build momentum?

## 3 Big Themes

Sales Model

Partner Leverage

DNA



# Sales Model Evolution

- ▶ ***Partner First*** approach
  - Expanded Partner and OEM coverage
  - Investments in OEM design wins
- ▶ Channel centric model for SME
  - ▶ New Channel program
- ▶ Direct end user touch on largest accounts in 3 segments – Hyperscale, Enterprise and SME
- ▶ Marketing focus on 3 segments and shift to lead generation



# Partner Leverage

- ▶ We have all the major OEMs
- ▶ Design wins and Field enablement = Leverage
- ▶ Focus and metrics are driving change



## Channel – Doubling Down

- ▶ Building a world-class channel program to support appliance and SME growth
- ▶ Expanding channel sales coverage
- ▶ Controlled, value-based distribution



## Operational Excellence

- ▶ Institutionalize critical metrics and measurement systems
- ▶ Introduce know-how and experience in key areas
- ▶ Focus resources on strategic, highly leveraged opportunities

# Scaling Global Success

- ▶ 6,000 customers worldwide
  - 500+ last quarter
- ▶ Up sell and cross sell opportunity
- ▶ Geographic Expansion
  - China, select European countries
- ▶ International OEM growth
  - Japan OEMs (NEC, Fujitsu, Hitachi)
  - Lenovo
  - Quanta



# Marketing Strategy: Transformation

- ▶ Demonstrate Fusion-io value for application acceleration
- ▶ Elevate message to application owners and ISVs
- ▶ Establish thought leadership backed by customer success stories
- ▶ Focus on investment on demand generation over brand

# Sales and Marketing Organizational Alignment

- ▶ Sales teams tightly aligned to customer segments and strategic partners
- ▶ New Storage DNA to support appliance growth
- ▶ Decentralized model, empowered sales teams
- ▶ Focus on critical sales metrics and accountability
- ▶ Shared goals, teamwork, collaboration



# On The Right Track

- ▶ The sales model is evolving (fast)
- ▶ We have adopted a ***Partner First*** approach
- ▶ We are focusing on the strategic priorities and things that move the needle
- ▶ We have the DNA and experience
- ▶ We are confident in our ability to execute





**Thank You**

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