



Flash Memory Summit


Compelling Messaging for the Economic Value of Higher Performance

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42 yrs

Help EUs w/Problems
> 1000 (FREE)

Improve Partners' Marketing
> 300

Publish
Frequently

Speak @ Trade Shows
Frequently

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Objectives



Flash Memory Summit

- Show you how to articulate performance gains in a way that matters
 - Specific problems your performance solves
 - Why current workarounds don't work or don't work well
 - How your technology specifically solves the problems
 - Describe in economic – not technical – terms





Level Setting

Delusions Are Difficult To Overcome



Neuroscience Has Surprisingly Uncovered

Why Business People Buy or Not Buy

- It isn't Behavioral Science or Psychology
- It's how people's brains are wired





Wisdom of Mark Twain

- It ain't so much the things that people don't know
 - That makes trouble in this world
- As it is the things that people know
 - That just ain't so



Conventional Marketing & Sales Wisdom

IT decision makers buy based on...

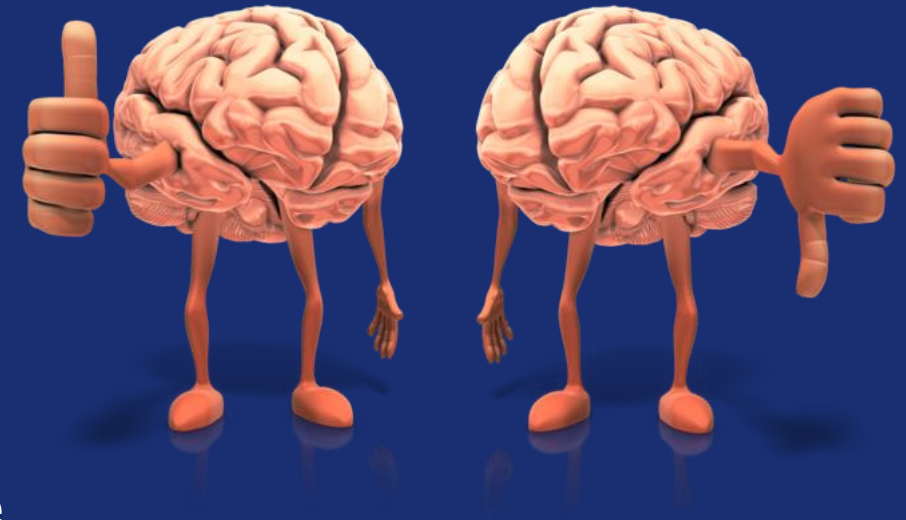
- Logic
- Solutions to problems
- Benefits
- Best technology
- Best price or lowest TCO
- To relieve “pain”
 - Because pressing on the pain causes a “call-to-action”

FALSE!



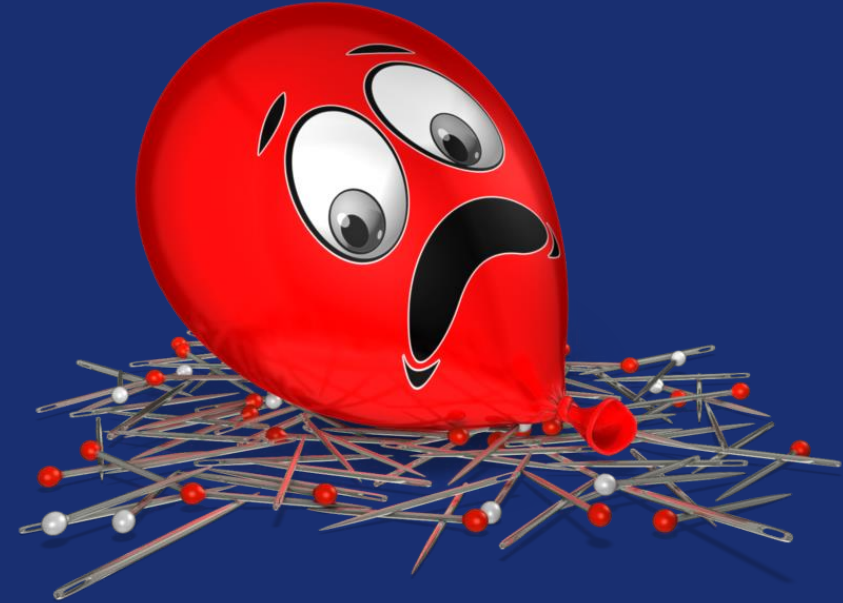
Neuroscience Reveals a Different Story

- **IT decision makers buy emotionally**
 - Justify w/logic
 - Called adaptive reasoning
 - Previously called cognitive dissonance
 - Sticks to conclusion/decision despite facts
- **Emotions provide decision cues**
 - “Call-to-action” requires emotional response



Best Emotion That Moves The Sales Needle

- Anxiety! A.k.a. Angst
 - It's the anticipation of pain
 - Not pain itself!
 - Anxiety demands immediate relief
 - Very fast reaction to anxiety
 - Accelerates the sales cycle
 - How to effectively foster self-induced anxiety is the issue



Important: Anxiety is Not Fear!

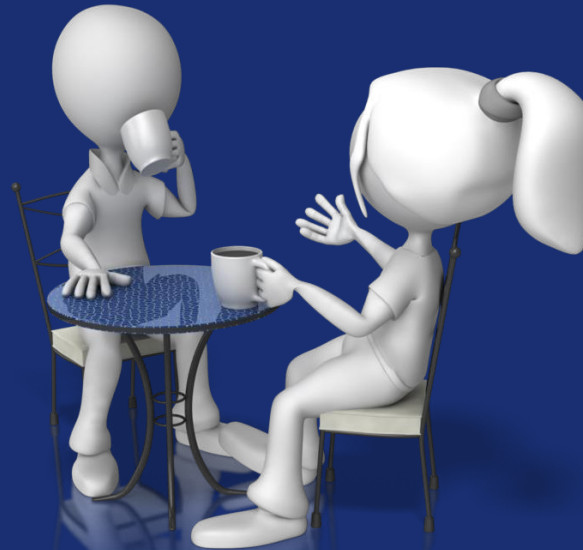


Fear prevents sales

- Fear is highly useful for the Incumbent
- Fear creates flight or fight response
- Flight = do nothing
- Fight = defensiveness
- Fears prevents change
- It is the 1st & most important part of F.U.D.
 - [Fear-Uncertainty-Doubt](#)

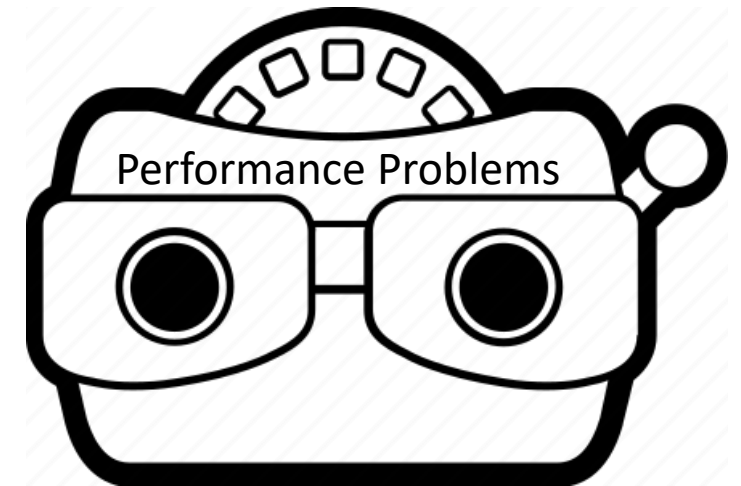
Most of You Tend to Cite Product Performance

- It's what you know
 - < Latency, > IOPS, > Throughput
 - How it's so great
 - Why it's much better than competition
 - Benefits of that performance
- Known as push selling
 - Mixed results
 - Try getting a 2nd date



You Need to Talk About “Life Without You”

- Means their actual performance problems – you solve
 - Prospects see world through their problems
 - Not your product, features, or benefits
- OEM/ODM – their performance problems and...
 - Their customer’s performance problems
- Describe in detail
 - Impact on app response times
- Speak to the nuances



Why Pressing on The Pain Doesn't Work



Neuroscience calls it Pain Amnesia

Wired to forget pain

- Otherwise, when pain is recalled, we would feel it
- Enables us to take risks
- Why a woman may agree to have more than one baby

When in pain, it's urgent

- We attempt to relieve that pain right away
- Few will wait very long for pain relief

Your Prospects Relate to Problems, Not Pain



They're in the problem-solving business

- That's what they constantly do
- They're not waiting for you to be their hero

Their solutions may be slashed together

- But they relieve the pain reducing the urgency
- It's their process for now
- Then pain amnesia kicks in

So what pain are you pressing on?

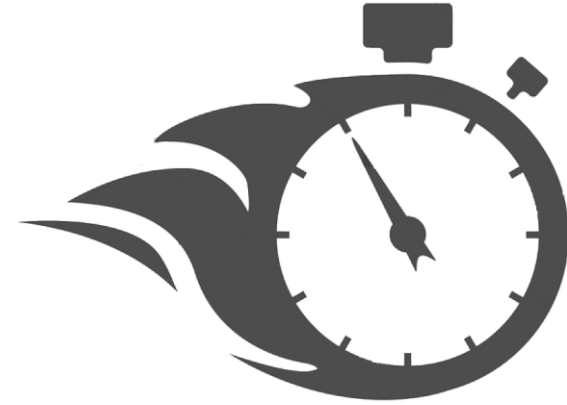
- When they're not in pain?

Level Setting Over

- Let's Address the Economic Elephant in the Room



It all comes down to app response times



Why Time is Money – Productivity

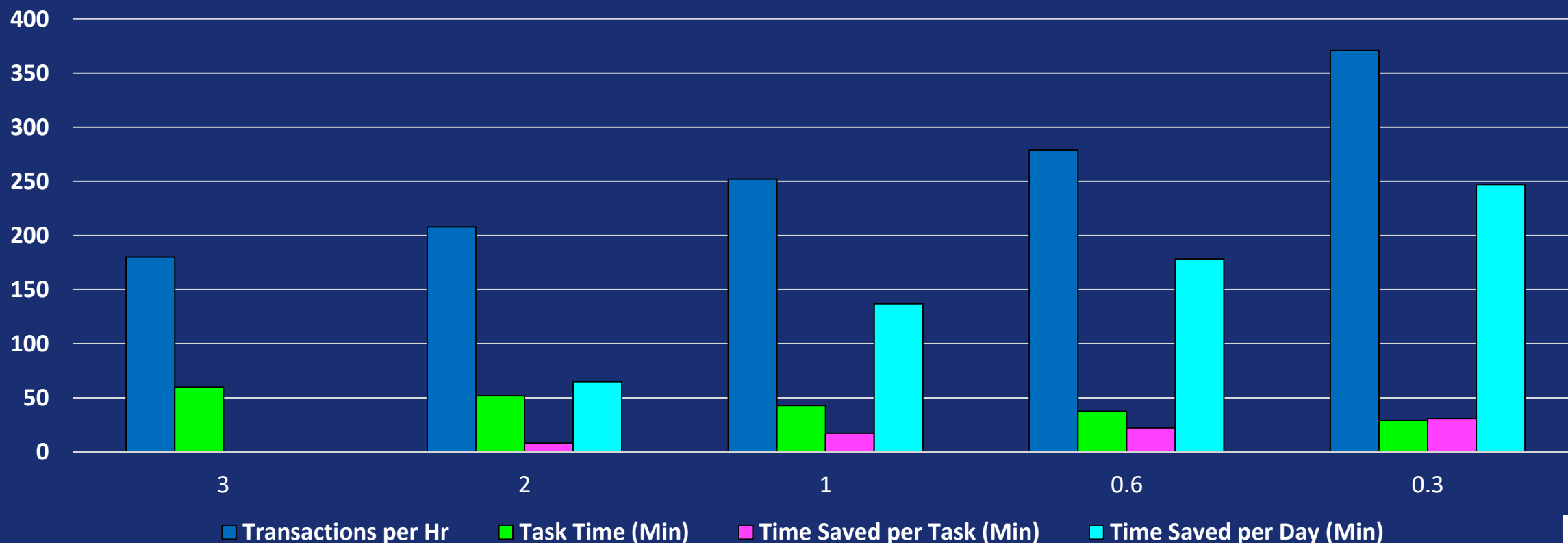
- Economic Value of Rapid Response Time – IBM
 - 1st published in 1982 and 1997 and validated with neuroscience
 - Productivity

| Application Response Time (Sec) | Transactions per Hr | Task Time (Min) | Time Saved per Task (Min) | Time Saved per Day (Min) |
|---------------------------------|---------------------|-----------------|---------------------------|--------------------------|
| 3 | 180 | 60 | - | - |
| 2 | 208 | 51.9 | 8.1 | 64.8 |
| 1 | 252 | 42.9 | 17.1 | 136.8 |
| 0.6 | 279 | 37.7 | 22.3 | 178.4 |
| 0.3 | 371 | 29.1 | 30.9 | 247.2 |

Economic Value of Rapid Response Times

- Doherty threshold

- When humans & apps interact at a pace where neither waits for the other
- Response times of 400ms or less become addictive





Why Time is Money – Revenues

- Performance by itself has no meaning
 - Put in context it has a lot of meaning
- Faster application response times mean
 - Higher productivity
 - Faster time-to-market
 - Faster time-to-revenues
- Higher throughput means
 - Faster time-to-actionable-insights
 - Faster time-to-adapt than competitors
 - Faster time-to-revenues



