

Skytap Virtual IT Labs: Demos and POCs

Boost sales with quick, easy and scalable product demos and POCs

A product demo or proof of concept (POC) is a chance to build credibility with prospective customers by showing that you understand their business problems — and that you can help. These demonstrations are most effective when customized to reflect the customer’s needs and workflows. But many teams don’t have the resources or infrastructure to build custom demos, and shared demo environments can be slow and contain extraneous data.

Skytap Virtual IT Labs provides a virtual environment with demo and POC capabilities to ensure your business can build compelling, hands-on sales demos that showcase your product effectively. The intuitive lab environments provide the resources necessary to display your products and show customers the value you can offer them.

Skytap is a cloud service ideal for building, hosting, and delivering product demo environments. In a few clicks, you can provision a fresh demo environment from a known state, for a consistent experience every time. The environment can then be tailored for each prospective customer by the sales team without the need for IT help, resulting in maximum impact in minimal time.

With a virtual lab, you can “leave behind” the demo with a prospect so they can explore your product at their own pace. This sandbox environment allows them to test how your product would work for their use case. An interactive product demo, followed by an easy-to-navigate POC, is highly engaging.

Key Advantages

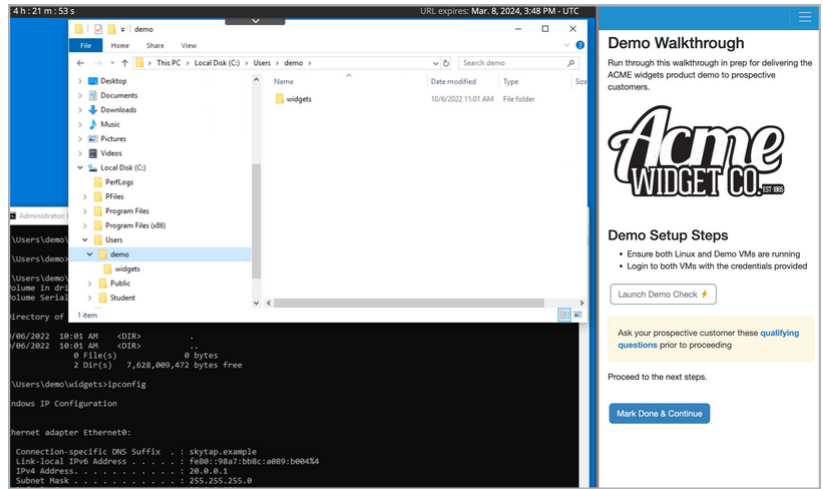
- Sales team can build demos, POCs, and sandbox environments on demand, ready in minutes from a web browser
- Provision demos in multiple regions for optimal performance
- Reduce costs with runtime-limited demo environments that suspend when idle
- Build or import complex demo images quickly with Skytap’s best-in-class tools
- Single sign-on (SSO) eliminates login management
- Analyze usage, allocate costs, and prove demo program ROI



Course Manager Add-on

Manage demo costs and create flexible rules with Course Manager, an add-on to your Skytap Virtual IT Labs subscription.

Course Manager helps manage demo costs with flexible retention and cleanup rules, plus offers a tailored user experience for your sales team. And with custom request workflows and an optional Salesforce.com integration, you can collect metadata to track the ROI of your demos. Save demo images as snapshots for custom, reusable starting points to build upon the success of each demo.



Key Course Manager Features

- Access out-of-box capabilities for self-service access
- Customize the demo portal with branding options and flexible request workflows
- Integrate with your intranet or CRM for a truly custom experience
- Manage your sales demo program by restricting content access with entitlements
- Tag demos with users and request metadata
- Optional Salesforce.com integration links demos to sales opportunities

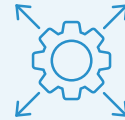
The Skytap Difference



Speed to Creation: While other providers struggle to provision environments in seconds or minutes, Skytap can do that even with the most complex environments.



Managing Complexity: Have a need for a complex demo environment? No problem. The more complex the environment, the better the fit Skytap is! It's our speciality.



Global Scalability: Skytap can support concurrent VMs in the thousands from anywhere in the world.



Skytap is a cloud service purpose-built to natively run traditional systems in the cloud. Our customers use Skytap for running production, disaster recovery, virtual training labs, and development workloads. We are the only cloud service to support AIX, IBM i, and Linux on IBM Power together with x86 workloads, enabling businesses to accelerate their journey to the cloud and increase innovation. To learn more about Skytap or schedule a demo, visit www.skytap.com.

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