Why Sell & How to Sell Opengear

In today's fast-evolving IT landscape, organizations face challenges like increased automation, edge computing, and AI-driven efficiency. With the rising demand for AI-driven data centers needing higher power density and faster network throughput, by 2025, 75% of data will be created outside central data centers, creating major business opportunities and driving the **global edge computing market** to **$216.76 billion by 2032**.

Opengear's solutions empower network professionals by ensuring secure, remote access to critical resources, even when primary networks fail. Whether provisioning and deploying new sites on **Day One**, maintaining connectivity during outages on the **Worst Day**, or automating network operations **Every Day**, Opengear delivers seamless connectivity. It easily integrates with any switch, router, PDU, firewall, or device with a console port or IP address, enhancing the infrastructure solutions you already provide—like Cisco, Juniper, F5, Palo Alto, Arista, Fortinet, etc.

WHAT CUSTOMERS NEED:

Efficiency & Automation:
- Speed up deployments and updates
- Automate operations to reduce manual tasks and errors
- Faster respond to disruptions remotely and meet SLAs to ensure 24/7 network uptime
- Boost IT productivity with streamlined processes

Cost Savings:
- Maintain business continuity while reducing truck rolls and on-site personnel
- Lower operational costs with fewer manual interventions

WHY OPENGEAR (Value Proposition):

Trusted, Reliable Solutions:
- Leader in Out-of-Band Management and Network Resilience
- Trusted by Fortune 500 companies
- Vendor-neutral, scalable, and dependable solutions

Improved Efficiency, Faster Deployments and Cost Savings:
- Simplify initial setup: remotely configure devices out of the box for quicker deployment
- Seamlessly integrate with existing installations and enhance SD-WAN deployments with *Smart* OOB™ for daily network device management
- Minimize network downtime
- Improve staff efficiency and productivity while reducing management and remediation costs

Enhanced Remote Capabilities:
- Multiple connectivity options via serial, Ethernet, cellular, SSH, Web GUI, and IP endpoints
- Utilize preferred automation tools, including Ansible and Python, for streamlined operations

OPENGEAR'S SOLUTION

Centralized Management
Lighthouse provides a clear view across the network even during network outages

Smart Out of Band™
Independent from the in-band network, detects and remediates issues automatically

Zero Touch Provisioning
Simplifies deployment processes, automates repetitive tasks, and reduces errors

Failover to Cellular
Allows constant connectivity and decreases disruption

WHERE TO SELL:

Hyperscale companies | Fortune 500 companies | Datacenter and Edge/Remote offices | Companies with SD-WAN deployments | Enterprise-sized customers: Telecom/Cable, Manufacturing, Transportation, Finance, Retail, Higher Education, Government, etc.

WHO TO SELL (Target Audience):

Network Automation Engineers | Network Engineers | Network professionals | System Administrators | IT directors | CTOs | Data Center Managers.

HOW TO SELL (Questions To Ask):

Listen for key phrases:
- Remote site / branch/ edge buildout or refresh
- Data center buildout or refresh
- SD-WAN deployment
- Cisco ISR EOL refresh
- Network Operations automation
- Secure Zero Touch Provisioning

Then, ask:
- What happens if your network goes down and no one is on-site?
- Do you have a plan and resources to ensure uptime at all your data centers and remote sites?
- Do you have an out-of-band solution in place?
- How do you provision new sites?