



Selling ZPE Systems' Next-Gen Resilience Platform

A **'how to guide'** to selling to enterprise customers that need the most resilient and secure networks

ZPE Systems' Intel-based Serial Consoles and Services Routers help your customers eliminate human error with easy to set up secure remote access and automation through our centralized management portal. ZPE enables ANYTIME, ANYWHERE, operation allowing IT to do more with their personnel, reduce downtime, lower remediation cost and is the Gartner architecture for ransomware protection and quick post-breach remediation.

Bring us in to close the deal!

Contact us at partners@zpesystems.com, and we will get the right person to join the next call with your customer to explain ZPE, answer questions and close the ZPE portion of the deal.

Adding ZPE to every networking deal increases your commission and can earn you extra money in sales incentives.



Our Solutions

> Base Capabilities

Our base set of feature/capabilities are a part of some of our competitors advertised "advanced" feature set.

Failover to Cellular

Allowing organizations to maintain connectivity and decrease disruption, Failover to Cellular easily integrates with existing IT systems and network infrastructure.

Secure Zero Touch Provisioning

Simplifying the deployment process, Zero Touch Provisioning (ZTP) automates initial connection to ZPE cloud and ongoing repetitive tasks, reducing human touch points and decreasing errors.

Out-of-Band

Operating independently from the in-band network

Centralized Management

Nodegrid Clustering - Single pane of glass view of your entire network infrastructure without the need to install additional management software



Our Solutions

> Next Gen Capabilities / Why ZPE Wins

Why ZPE Systems created Gen 3 Out-of-Band and why we win bake-offs

Next Gen Out-of-band SD-WAN

Automatically sets up separate control plane infrastructure for access and automation

Edge Automation Platform

with tools and ability to run virtual machines and enable Network as code and AIOPS

Collapse IP and Serial management

with built in Enterprise routing with BGP support using secure FRR

Centralized Management as a Service

for branch deployments to simplify operations and upkeep

Failover to 5G and FirstNet

with dual modem support and quad SIMs

Right size the solution

at time of deployment with Modular 1RU chassis with 9 different line cards providing Ethernet, USB, Serial connectivity and more

USB Based Environmental Monitoring Sensors

and beacons without need for additional boxes

Automation and Orchestration

- Day 0 automated setup of colocation and branch equipment
- One click rollback with quick start examples available on Github
- Automated infrastructure patching - Ransomware defense

Secure at all layers:

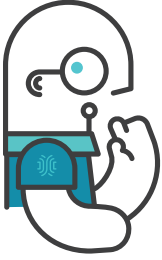
Secure Boot, encrypted disk, Trusted Platform Module (TPM) Latest Nodegrid Linux based OS with latest security vulnerability patches applied in 24 hours or less addressing common vulnerability and exposures that other platforms ignore.



- Out-of-band
- Minimal scripts
- Manual provisioning and troubleshooting
- Simple serial console for connectivity only

- Scripts
- Automation with gaps: Vendor specific or servers
- Limited workflows & playbooks

- End-to-end automation orchestration
- Security: Zero Trust HW & modern OS
- Open platform for choice for tools, 3rd party APs container & VMs
- Control: all external equipment
- Connectivity: 5G / SD-WAN
- Simple: Centralized Cloud Management & Zero Touch Provisioning of box as 3rd party workloads
- 360 visibility: Physical to User / App
- AI Ops enabled - Prediction/ Detection / Response



Understanding What ZPE Can Do

- Remotely configure devices fresh out of the box for day 0 provisioning and on going daily operation - Zero Touch Provisioning
- Integrate with existing installs for smooth migration (Legacy to Modern)
- SD-WAN
- Easy troubleshooting/remediation
- Vendor Neutral: Power control and monitoring of majority of 3rd party PDU's and devices and servers



Why Sell ZPE Systems?

- Address supply chain - We have stock
- Replace single function appliances with multi-function consolidated platform
- Reduce power consumption
- Save valuable rack space
- Make IT simple - Single software solution with normalized commands
- ZPE has high level of customer support satisfaction rating - We do the heavy lifting and build trust
- Sell a more complete, resilient solution; maximize future income stream and provide long term value for each customer
- Simple to configure a secondary control network
- Automated Ransomware Recovery & Remediation (MTTR)
- Easy migration from legacy devices
- Increase service revenue
- Eliminate truck rolls for MSPs
- Modular solution via Expansion Cards (Net SR Only)
- Cellular Failover via 4G/5G/LTE
- Automation and Orchestration
 - Actionable Data
 - Automated Security Patches
 - Automation without anxiety - One click rollback
- Instant critical asset and infrastructure recovery for business continuity

> Setting Expectations

- Street price from most resellers is about 10% off MSRP
- Average deal size is ~\$50,000 and enterprise deals are >\$500K
- The tech giant trusted provider of critical IT infrastructure management solutions
- Deal registration for net new opportunities, qualified by ZPE Systems gives you extra margin



Three Strengths to Sell On



Securely Access Networks Remotely

ZPE provides secure remote access to networking equipment, even when the network is down. The solutions improve network resilience, which reduces downtime and truck rolls, improves staff efficiency and lowers remediation costs.

- **Cellular failover** - the 4G/5G LTE modem can be used for out-of-band and also as a secondary WAN link leading to both WAN resilience and double the bandwidth.
- **Enterprise grade security and extensibility** - ZPE is highly programmable and can host 3rd party applications and tools for remote automated upgrades
- **ZPE is the only vendor that offers 5G and FirstNet modems**



Built from the Start with Security in Mind

IT teams can safely recover from errors, much like having a network-wide 'undo' button. This unique combination of automation infrastructure, open cybersecurity platform, and secure out-of-band enables teams to:

- **Quickly patch infrastructure** without fear of causing breakages and unscheduled downtime
- **CI/CD pipelines to rebuild production at any time**, regardless of human resources
- **Simplify the deployment of the necessary multi-vendor security stack**
- **Protect management portals and reduce the attack surface**, by restricting interfaces and remote desktops to a private and secure out-of-band infrastructure (OOBI-WAN™) network
- **ZPE has been 3rd party validated** with FIPS 140-2, SOC2 certifications and has passed Coverity code security reviews



Extensible Powerful Platform - It just works.

- **Modularity** - Build to need, or build towards the future,
- **Flexibility** - add expansion modules, increase ports
- **Programmability** - our platform looks like an Intel server to programmers and like a Cisco ISR to networking folks. Best of both worlds.
- **High Density** - 96 ports in 1U - Closest competitor does 96 Ports in 2U (RU's being costly in the DC/Colo) (PATENT NO. 9,905,980)
- **Deploy more apps, tools, and containers** (docker, kubernetes etc) and even virtual machines with Intel processors versus ARM
 - AIOps
 - Orchestration
 - Automation
- **Scalability** - grow your customers network as required by their business with clustering and daisy-chaining



Who to Sell to

> Job Titles

- Data Center Managers
- IT Managers
- Network Managers
- Infrastructure Managers
- NetOps/ Security Ops
- Infrastructure Architects
- Network Architects

> Industry Verticals

- | | |
|-------------------|---------------------------|
| Datacenter | Campus |
| Co-locations | Manufacturing |
| Hyperscalers | High Tech |
| Telecom | Retail |
| Service Providers | Healthcare |
| Cloud Providers | Finance |
| SD-WAN | Manufacturing |
| MSP/MSSPs | Oil, Gas & Mining |
| Government / Labs | Utility |
| Hosting | K-12 and higher Education |
| Education | |

> Use Cases

- Automation Infrastructure
- OOB Access for Datacenter
- OOB Remote Access for Branch/Edge/Pop
- OOB Remediation (Fiber bunkers, head ends)
- Serial console for SW QA automation
- Secure mgmt infrastructure -OOBI-WAN
- Automated Infrastructure Security Patching
- Infrastructure as Code / Hyperautomation
- Special use case - Software QA automation



How to Sell ZPE

> Challenges Your Customer May Be Facing

- Need to manage more IT with fewer resource
- Automated infrastructure patching
- Ransomware Recovery Architecture (recommended by Gartner)
- Managing Security & Compliance
- Remote connectivity/Out-of-Band Architecture
- Reducing downtime / ensuring uptime
- Business continuity / System outages
- Zero Trust
- Day 0 Zero Touch bring up of equipment moving to Colo and remote office
- Honoring SLA's and uptime
- De-centralized management and inability to securely access remote IT equipment
- Automated Disaster recovery
- IT wants to implement automation but is fearful of breaking things and quickly recover
- Control room huts / head end boxes / fiber repeaters / Side of rail track - control plane

> What to Listen For

- Small IT staff needing to access remote, branch, edge sites
- Moving equipment to colocation like Equinix, Digital Realty, Switch or similar
- Data center refresh - build the secondary control plane
- SD-WAN deployment - prevent the SD-WAN box from going down
- Cisco ISR refresh
- EOL of serial console devices or lack of inventory
- Network disruptions / downtime / uptime
- Remote access to network equipment
- Secure zero-touch provisioning
- Out-of-Band Management
- Management control Plane separation
- Zero Trust Network
- 4G/5G/LTE for remote access and secondary WAN link
- Cellular Failover
- Service Routers
- Serial Consoles
- Automation
- Edge compute deployments



How to Sell ZPE

> Top Questions to Ask Your Customer

Do You?

- Have to address support tickets from remote offices?
- Have a business continuity plan and onsite resources available to ensure uptime at all your data centers and remote sites?
- Have EOL Cisco, Avocent or other console servers that need replacing?
- Have cellular failover if your network goes down?
- Using anything to manage hubs/routers/firewalls & other network appliances?

How?

- Do you manage your IT Infrastructure remotely?
- Do you keep sites running without physical access to gear?
- Much does it cost to send engineers to sites if there is a network disruption?
- Do you meet SLAs with a smaller workforce? Are you smart hand enabled?
- Do you comply with security updates? Are you manually updating each device one by one? What is your fallback?
- Critical is network resilience to your business?
- Long is the recovery period when your network goes down? What does this cost your company?

Are You?

- Planning a move to 5G?
- Considering an SD-WAN deployment?
- Up-to-date on your latest security patches?



Differentiators

> What Sets ZPE Systems Apart?

> Technical Differentiators

- **Top Tier Support** – Known for quick response, advanced RMA / Replacement
- **Fast Feature Requests**
- **Patented 96–port serial console** in 1U (PATENT NO. 9,905,980)
- **Services Router for every environment** – Small form factor to full size footprints, ruggedized and fanless options – Covers the range
- **Range of Environmental Sensors** (USB)
- **Modular Expansion cards**
- **Gartner Peer Review** gives ZPE 4.7 of 5 stars for Network Automation
- **6 of the top 10** High Tech Companies use ZPE Systems
- **Prevalidated Partner Ecosystem**
- **Used by Hyperscalers**
- **Automate** Ransomware Recovery & Remediation with the proven blueprint
- **Vendor neutral platform**
- **Zero Trust/Zero Touch Provisioning**
- **Platform hosts 3rd party applications**
- **Centralized management solution**
- **USB Connected Sensor** accessories without proprietary hardware – Particulate, Smoke Detector, 8-Port GPIO, 4-Port Relay Proximity/Door Lock, Airflow+Temp & Humidity
- **IPMI, ILO, DRAC, CIMC, vSerial Port, Keyboard Video Mouse** (KVM)
- **Auto-sensing pinout** options available
- **Deep buffers** to keep 20,000 lines of output ideal for software QA Automation

> Key Differentiators

- Easy management as a service with automation through ZPE Cloud
- Secure from ground up with latest security patches updated with 24 hours
- Platform that runs additional tools, VM's and edge automation
- Meet sustainability and carbon footprint initiatives with low power and consolidation



0 Competitors

> Serial Consoles (Data Center)

Opengear
Lantronix
Vertiv / Avocent / Cyclades
Perle
Uplogix
Cisco ISR

> Out-of-Band (Branch / Edge)

Ciena Blueplanet
ADVA
uBiqube
Opengear / Digi
Cradlepoint
Lantronix