The SoftIron partner playbook

Your comprehensive SoftIron partnership guide.

SOFTIRON + CO

This partner playbook

The SoftIron inside track

Executive briefing program & partner momentum roadshows

Momentum Roadshows

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Myths and legends about private clouds

A world class experience

From T-minus 50 days and beyond!

SoftIron provides a "Boutique Support Experience" for end users.

The SoftIron inside track

Executive briefing program & partner momentum roadshows

A message from Phil Straw, Co-founder and CEO

Dear SoftIron + Co Partner,

As I write this note of welcome to you during Memorial Day, May 2023, we're in the midst of preparing to announce HyperCloud v2.0. Denser compute cores, integrated GPU's and transcoding smarts being just some of the incremental innovations now available from SoftIron as integral parts of HyperCloud.

Exciting times for our customers, partners and prospects as we demonstrate the world's first true private cloud that's untethered, uniquely efficient and genuinely secure.

Since I started SoftIron, we've taken the time needed to design and build our on premise infrastructure - from the ground up - to create an independently scalable private cloud capability that enables organisations to fully take control of their data and mission critical workflows. Compute, storage, interconnects and management software all from SoftIron means customers are assured a fully functional cloud on their terms and their turf, with secure provenance implicit in all we do.

And so now, we're ideally positioned to further, and jointly, stake our claim in both government and enterprise data centres around the globe, with partnership at the heart of everything we do.

With this in mind, it is my pleasure to encourage you to engage with me and my executive team by inviting you to co-host your on premise infrastructure prospects on our Executive Briefing Program. We have world class facilities around the world where we can host you. From our software development centre in the beautiful waterside area of San Diego, USA, to our newest manufacturing facility in Sydney, Australia, to our manufacturing digital twin operations center in Berlin, Germany. Just a few of our locations we can engage together and get under the covers of 'Why SoftIron?'

While we've all become highly accomplished at developing business connections via video calls, nothing beats meeting in person, breaking bread together and getting acquainted with the common purpose of building our mutual business.

We're also fans of meeting partners and customers in their own backyards. We run quarterly leadership Momentum Roadshow Tours. My leadership team gets on the road to meet in person with a number of industry partners close to their home bases, in an intensive week of multiple, parallel regional meetings.

Below you will find a sample agenda that can easily be tailored to suit you, your audience and time available. We would certainly encourage you to allow half a day to obtain the best results when visiting our premises, or a couple of hours if we're visiting your neighbourhood during a Momentum Roadshow. To get the ball rolling, in the first instance please connect with your SoftIron account representative or email phil.crocker@softiron.com or matt.chew@softiron.com and we can get started building the agenda and SoftIron experience your prospect requires.

In the meantime, thank you for partnering with SoftIron. I truly appreciate your commitment to working with us and look forward to working with you - and hearing about our forthcoming wins together.

Sincerely,

Phil Straw

Co-founder and CEO
SoftIron

Momentum roadshows

Sample agenda 01
Executive briefing at SoftIron facility

8:30 - 9:00	Welcome & SoftIron company update
9:00 - 10:00	Product roadmap
10:00 - 10:30	Break
10:30 - 12:00	Edge manufacturing & secure provenance
12:00 - 1:15	Lunch & facility tour
13:15 - 14:30	Workflow solutions
14:30 - 15:15	Customer service & support
15:15 - 16:00	Break & further discussion
18:30	Optional Dinner or BBQ

Sample agenda 02
Partner Momentum Tour Roadshow - prospective partner, limited time

|	
8:30 - 8:40	Introductions & messaging deck short content presentation
8:40 - 9:10	Discussion about target segments, customers, references, competition
9:10 - 9:20	Short pitch on SoftIron & HyperCloud basics. Making money via SoftIron + Co
9:20 - 9:30	Review next steps & close

Note: If time allows in either short or extended partner meetings with technical attendees, show HyperCloud demo.

Sample agenda 03
Partner Momentum Tour Roadshow - existing partner, extended time

12:30 - 13:00	Introductions over working lunch
13:00 - 13:30	'State of the union' partner leadership update
13:30 - 14:00	Product update & 6 month product roadmap
12:30 - 13:00	Target workflows, sales campaign planning & joint GTM plan
15:00	Review & wrap
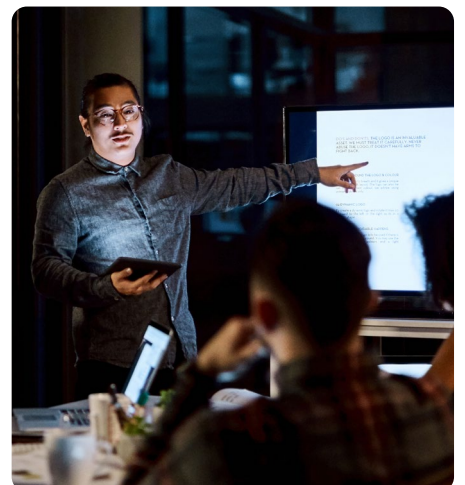
Highlights of SoftIron + Co

- ⊘ Industry leading margins
- ⊘ 100% commitment to channel partner revenue growth
- ⊘ Scale out annuity revenue model
- ⊘ Resale & MSP business model options
- ⊘ Responsive and easy to do business with
- ⊘ Channel ready solution › Category-defining ready-to-run, True Private Clouds with HyperCloud
- ⊘ FedRAMP High / FISMA capable, DOD SRG IL-5 authorised
- ⊘ FIPS 140-2 compliant/ FIPS 140-3 validated (in process)

- ⊘ Channel first professional services model
- ⊘ Not over distributed means first mover advantage
- ⊘ New account rebate (5% of net price at Tier 1)
- ⊘ Deal registration (DRA) protection for 120 days
- ⊘ World class 24x7x365 post sales support
- ⊘ Co-marketing and demand generation methodology
- ⊘ Executive Sponsorship
- ⊘ Comprehensive yet simple portal

"

With our partner program we're taking our relationship with the channel to a new level. We deliver our own flair with unique sales tools and programs, allowing partners to select their own tier & discount level to then lock in attractive margins. We see partners at the heart of everything we do in the field and measure our own success by the joint revenue growth we develop. With industry analysts like Futurum and Gartner illuminating the market trend to build private clouds, seek economic hybrid solutions and repatriate critical data from the public cloud, the time is ripe for SoftIron partners to double down on their private cloud practices - whether by offering on premise infrastructure or managed cloud services. As ever, fortune favours the brave. The visionary players that understand the critical difference between true private clouds and tethered alternatives will do very well.

"

PHIL CROCKER | CRN CHANNEL CHIEF

The SoftIron + Co mission

To build an elite, world class community of profitable, successful channel partners that accelerate SoftIron's market share growth through the mutual and unique business value we bring to customers.

Quick start partner on-boarding guide

01 New partner online application to join SoftIron + Co or nomination by SoftIron sales leadership to VP channels

02 Informational video call between SoftIron VP channels or VP sales and partner leadership

03 SoftIron mutual NDA sent to nominated partner signer via DocuSign and executed by both parties

04 Foundational solution and SoftIron + Co program 'Quick Start' content packet emailed to partner. Includes Partner Quicksheet, HyperCloud Architectural White Paper and SoftIron + Co Program document

05 Technical briefing of partner by SoftIron solution architect. Discussion of target accounts

06 Mutual decision to proceed. Agree SoftIron + Co partner tier and applicable standard discounts. Decide PO terms or Reseller Agreement. Send Reseller Agreement via DocuSign and execute

07 Partner assigned SoftIron partnership manager and directed to partner portal for enablement content SoftIron Partner Program | Home

08 To apply for partnership visit Partner portal partner submits request

09 Partner registers deals via Partner portal

10 To place an order partner emails to SoftIron partnership manager

Bottling-the-buzz with SoftIron

Building business momentum through collaborative go to market

A message from Phil Crocker, VP Channels

Valued Partners,

There is a growing buzz around HyperCloud as customers seek innovative approaches to implementing on premise infrastructure, create true private clouds and support their mission-critical workloads. As we develop our integrated revenue architecture, with partnering as a core component, we're committed to jointly building business momentum through a series of go-to-market initiatives and incentives.

Some of these initiatives are summarised below and are intended to 'bottle-thebuzz' into practical, effective demand generation and brand building activities. Our goal is that we execute mutually beneficial sales & marketing activities together in a well-planned, co-ordinated and repeatable fashion.

SoftIron is investing in resources to support these collaborative campaigns with our tier one SoftIron + Co partners. And while we're putting our best foot forward by defining our go-to-market plans, it's also been my experience that some of the greatest marketing ideas come from partner leadership teams operating on the front lines. So do bring forward your best ideas and share what you see working with your customers.

We sincerely appreciate you and thank you for your partnership with SoftIron.

Let's get started!

Phil Crocker

CRO & VP Channels
phil.crocker@softiron.com

SoftIron true cloud solution workshops

Our solution workshops provide intimate, local, turnkey events directed specifically at your target customers allowing you to pitch your unique offer, underpinned by HyperCloud infrastructure. With logistics support provided by our field marketing team working alongside yours, we'll provide commercial and technical staff to speak, help lead the workshop and facilitate the opportunity dialog - with just one or several high value prospects.

SoftIron accelerated sales franchise and account based marketing

The recent advent of the SoftIron Accelerated Sales (SAS) franchise model sees the early inclusion of regional channel chiefs to bring localised knowledge and needed focus to the development of strategic partnerships in each theatre we operate within. Aligned with our regional sales leaders, who act as the sales plan 'quarterback' (to use an American football analogy) and customer engagement leaders, your channel chief has the ability to create account based marketing (ABM) campaigns with you. Underpinned by premium third party market data / analytics allied with CRM-based nurture, we can prosecute highly targeted sales campaigns together.

Public events

Each year SoftIron invests in attending a focused set of key trade shows in support of strategic partnerships to drive consideration for HyperCloud-based workflows. We also broadcast and syndicate a comprehensive range of webinars as well as participate as speakers for in-person or virtual events. Our goal is to secure at least one SoftIron + Co tier 1 partner to join us at each of these events to cost-share and co-develop the resultant opportunities. Do share your proposals via the SoftIron Partner Portal for this and other uses of MDF.

Building business momentum through collaborative go-to-market

Leadership briefings

SoftIron offers an Executive Briefing Program, conducted at one of our offices in San Diego, USA; Berlin, Germany; Sydney, Australia or Cambridge, UK. We also conduct quarterly Partner Momentum Roadshows where our executives meet partner leadership teams in their own neighbourhood. Details of both programs and sample agendas are available in a dedicated section of this sales playbook.

Factory tours - SoftIron by appointment Unlike any other IT vendor, our innovative approach to product manufacturing at our edge facilities offers new dimensions in flexible JIT production, sovereign capability and supply chain sustainability. Currently available in Newark, CA, USA; Berlin, Germany; and Sydney, Australia, partners may co-host customers and prospects on a factory tour with SoftIron By Appointment.

MDF

MDF may be requested via the SoftIron Partner Portal by tier 1 partners who are required to submit marketing plans for SoftIron review to secure proposal based MDF. At least 85% of all approved MDF will be granted for demand generation activities. Examples include customer facing activities like True Cloud workshops , co-branded webinars, joint trade show participation, online marketing, and mutual collateral. 15% of approved MDF, or less, may be directed to customer appreciation and hospitality events such as joint dinners, golf tournament sponsorships, sporting events, etc. Our general principle is that where SoftIron and our partner runs a marketing activity together we should contribute equally. When there are events with multiple ecosystem partners, our goal is that we cost share in a balanced manner. Wherever possible, SoftIron will share marketing materials with resellers to help in the content creation process and to speed up time-to-market of joint marketing & sales campaigns.

Content collaboration via SoftIron partner portal

The SoftIron Partner Portal is where the rubber hits the road in terms of sales collaterals and marketing assets deployment. In the spirit of building a virtual sales team with you, we seek to share as much sales material and campaign design content as possible. Deal Registrations and MDF requests are both submitted by the portal. That said, we are not seeking an arms length relationship with partners and encourage an active dialog with both our field teams and company leadership.

PR, social media, references and awards

In 2023, by way of this partner playbook and other collateral assets, we are introducing marketing messaging that fully represents our unique capabilities with HyperCloud 2.0. In parallel, we are doubling down on our press and analyst relations investments, as well as expanding our online presence. Critical in this endeavour is third party validation beyond the analyst, press and award-bestowing communities. Partner endorsement and joint customer references are foundational as we seek to 'box above our weight' in the cacophony of market noise. Our team will support you as you build your own messaging momentum and we will motivate for mutual customer reference development as we win business together.

Business acceleration tools

To assist your teams quickly 'focus-on-the-fit' for HyperCloud, we've developed both horizontal and vertical plays within our sales playbook that define where we see the low-hanging fruit, with the shortest path to revenue and greatest chance of closure. Our partner quicksheets seek to act as a fast-pass to our best content to help you at each sales cycle stage, whilst concurrently providing your architects and your customer's access to our HyperCloud demo suite will answer their 'show me' questions. As you encounter RFI and RFP invitations that appear to be a fit for HyperCloud, do engage with our Solutions Architects who can quickly advise you while providing boilerplate and customised content to enable timely submission.

Sales performance incentive funds (SPIFS)

With any specific incentive, our goal is to create virtuous repeatable sales motions that are endorsed by partner principles and leadership teams. SoftIron + Co has a comprehensive tiering system that rewards business growth, potential and time invested in SoftIron, fully baked-in... From time-to-time, we will introduce time bound and workflow specific incentives in addition to standard program terms. For example, for partners setting up a new MSP business unit in 2023 while building a book of business, we can discuss our 'Footprint for Free' program as a quick start cash flow incentive.

Bottle-the-buzz

For further information about building business momentum as we bottle-thebuzz together simply email phil.crocker@softiron.com

Making it happen

Weaponizing the HyperCloud design-build-deploy value chain

A message from Jason Van der Schyff, Chief Operating Officer

Dear SoftIron + Co Partner,

It's been an incredible journey to get to the point where we have HyperCloud 2.0 launched and shipping mid-year 2023. Phil Straw and Norman Fraser started with a blank sheet of paper for our business model and an on-premise infrastructure solution in mind, that we knew back in 2012 the market really needed. We now characterise this as a ready-to-run, true private cloud. With channel at the heart of our go-to-market strategy, it's extremely gratifying to know we have placed in your hands a unique, gamechanging, new-generation private cloud capability. One that's highly differentiated, extremely capable and battle-tested in the most stringent government agency environments and major banks, for example. One that's flexibly architected to support storageheavy configurations, compute-intense workflows and balanced, full private cloud operations from the same foundational building blocks that we call atomic peers.

Whilst you'll most likely run across me on the road in enterprise customer or government-facing discussions - often alongside you in selling motions - one of my other responsibilities is working with our manufacturing and global supply teams on the procurement and fulfilment of the orders we close together. With that in mind, I wanted to take a moment to share just a few simple, yet critical benefits that our mutual customers enjoy as a result of SoftIron owning the entire design-build-deploy value chain.

As organisations seek to transition to cloud services, it's widely understood that there are challenges in at least four key areas - ensuring cybersecurity, procuring cloud services, maintaining a skilled workforce and tracking costs and savings.

Cybersecurity: With the recent spotlight on the inherent vulnerabilities of equipment from some foreign manufacturers and certain federal bans in place, it's important to consider the provenance of cloud infrastructure. Hardware trojans and opensource malware/ back door challenges are well documented.

At SoftIron because we own 100% of the design, engineering, and manufacturing for HyperCloud, we are uniquely able to support a 360-degree transparent audit to demonstrate Secure Provenance. As a full-stack manufacturer, we own and take full responsibility for all the code that goes into our appliances. We only use strictly specified components from fully vetted suppliers, checking and testing them before installation. And we perform all manufacturing in our own factories, including surface-mount assembly. We provide transparency into every level of the stack and process needed to validate appliances and remove risk. SoftIron also relies on a stateless architecture in HyperCloud to help bolster security. Since Hypercloud nodes are stateless by default, protecting against modification of the system is as easy as reverting clusters to a 'known good' state by a simple reboot. For air-gapped networks with sensitive and classified workloads, HyperCloud is unique in that it is designed to provide cloud services while running detached from any other networks. And when required, customers can deploy a complete cloud stack in 8U powered by a standard electrical circuit.

Procuring Cloud Services: Whether building your own on-premise cloud infrastructure, working with a hyperconvergence 'patchwork quilt vendor', an MSP or a Hyperscaler, more often than not the journey to the cloud is fraught with unexpected road bumps around cost, complexity and time to value. Some customers simply give up, while others struggle to realise their desired hybrid cloud end state, falling victim as data hostages along the way.

HyperCloud is the only technology that provides a turnkey solution that is mission-ready for hybrid and private cloud deployments.

For hybrid deployments, HyperCloud delivers a platform for virtualised and containerised workloads across multiple federated on-premises zones and public clouds with support for secure multi-tenancy, full programmability and full life-cycle automation. Organisations can orchestrate rapid scaling and descaling of applications between private and public infrastructure - from a single interface.

Skilled Workforce: There's a reason that AWS and Azure are known for paying developers and IT staff top dollar. Standing up and running clouds - private or public - has traditionally not been easy. There's a real skills shortage out there and budgets are tight, especially during economically uncertain times.

One reason that public cloud vendors are so popular is that they've successfully created a screen between the services that their customers can consume and the incredibly complex threading of technologies underneath that make it all work. In their models, customers are abstracted from the complexity. Customers enjoy a set of interfaces and clearly defined services to interact with, and the providers invest in the skills required to build, grow and maintain those services. And that requires legions of engineers. And then they charge that cost back to customers.

HyperCloud offers a public cloudlike experience internally, as there is leveraged value.

This includes elastic building, self-service and bursting, without lock-in to a particular public cloud. While Hyperscalers can also provide infrastructure for onsite data centres to support hybrid models, they require connectivity back to their clouds for management. They limit scaling and bursting options to their services. And they typically don't interconnect. Like all the best technical innovations, simple is smart, as we learn from Occam's razor. And managing complexity under the covers, through efficient, pure and holistic design is what sets HyperCloud in a league of its own. As a result, App teams get a full cloud experience. Operations teams can focus on better supporting end user's ever-changing workflow needs, rather than laborious SoftIron + Co Leadership Messaging 2023 8 softiron.comSoftIron + Co Leadership Messaging 2023 9 softiron.com management tasks like solving infrastructure problems. Channel partners can delight their customers who find that Day Two and onwards are their best days.

And deploying HyperCloud can be as simple as standing up half a rack in half a day. That's time to value!

Costs & Savings: Escalating energy costs, carbon tariffs, new government regulation, legacy data centre power limitations, expensive incumbent vendor software licensing schemas and public cloud data egress charges are some of the variable factors that obfuscate the calculation of ROI for most traditional cloud initiatives.

At SoftIron, we always knew that energy efficiency, data centre rack space utility and supply chain optimisation would all become critical success factors in an increasing sustainability and cost-conscious world. SoftIron design engineers set out on day one to solve each of these imperatives. As a result, our 1U atomic node's power draw is less than 20% of the nearest competitors. Heat output (hence cooling burden) is negligible. We can fully populate a 42U rack that's constrained to 6KW of power. Our edge manufacturing smarts and supply chain control means that our lead times are realistic and predictable. And a critical economic outcome is that our solution cost for customers is around half of all other comers.

I am also especially delighted that we can tell our US customers that their SoftIron solution is 'Made in the USA', our Australian customers that their SoftIron solution is 'Made in Australia' (an industry first) and in Europe we design for manufacturing in Germany. Stay tuned for more factories in the works.

It's an exciting time to be crusading with SoftIron. We're honoured that you've chosen to come on the journey with us and we appreciate your trust and confidence as we develop the private cloud market together. Looking forward to engaging with you and your team with your on-premise infrastructure projects!

Sincerely,

Jason Van der Schyff

COO
jason@softiron.com

HyperCloud

Unlike most hybrid cloud products, which are a mishmash of systems and parts, HyperCloud is built solely from SoftIron's patented hardware.

This eliminates the need for the army of IT experts required to maintain a system cobbled together from an array of different vendors. Because HyperCloud is constructed entirely from SoftIron's own locally built componentry there is no risk of malicious hardware implants, ensuring total security by design.

The virtual machines (VMs) within HyperCloud are easily replicated within public clouds like AWS and Microsoft Azure, allowing for effectively infinite, real-time scalability. This turns the public cloud into a business utility, not a bottomless cost center.

Just like the big hyperscale providers, HyperCloud allows tenants to manage their own cloud VMs directly. Like all of

SoftIron's products, HyperCloud is a sovereign capability, its componentry having been built at SoftIron's own manufacturing plants.

We design and engineer everything ourselves.

> HyperCloud's source code is open, ensuring total transparency and security in design.
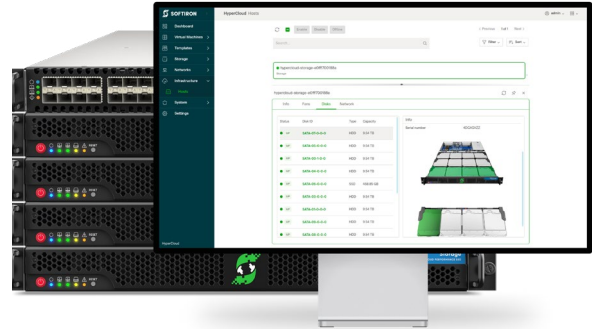
Customer scope: A few key metrics that help SoftIron field teams enable a quick turnaround proposal

- ⊘ Number of VMS required
- ⊘ CPU core count
- ⊘ Memory requirements
- ⊘ Storage capacity requirement
- ⊘ Storage performance tier (throughput / latency indication)
- ⊘ Cloud native maturity level (Bare-metal / Virtualised / Containerised / Kubernetes / Serverless)

- ⊘ Uplink / Cross-connect details
- ⊘ Network protocol information
- ⊘ Location (Customer premise / MSP Colo)
- ⊘ Space / Power constraints
- ⊘ Other environmental considerations
- ⊘ Specific application workload information
- ⊘ Project timeframes and budget allocation

Urban myths and legends about true private clouds

Been there, done that, got the t-shirt and the ponytail

A message from Kenny Van Alstyne, CTO

Hi SoftIron Partner,

Delighted to have you on our extended team!

Yes, it's true that I have a ponytail and no intentions on cutting it, thank you very much! I've been working on this ponytail for over a quarter of a century and I'm keeping it, no matter how much of a receded hairline I get! Aside from the hair, however, I've been developing secure private clouds at the highest security levels for US government agencies for well over a decade and a half now. Most recently with Peraton, where I served as the Chief Architect and architected both the software intellectual property as well as the operational implementation of their DoD SRG and FedRAMPaccredited cloud service provider whose customers include several large Civilian, State, Local, and Federal government agencies. And since my arrival at SoftIron, SoftIron and Peraton Partner to Support Customers with HyperCloud Solutions | Peraton. You can rest assured that your customer's engagements with us will deliver a highly secure true private cloud. For example HyperClouds are FedRAMP High / FISMA capable, DoD SRG IL-5 authorised and we're FIPS 140-2 compliant / FIPS 140-3 validated (in process) at the highest available standard.

If you're a greybeard, too, you might just remember the iconic TV ad from 1979 where American entrepreneur Victor Kiam, later famed owner of the New England Patriots football team in the 80's, stated 'I liked the shaver from Remington so much I bought the company!' Having scoured the industry for a true on premise cloud hardware platform on which to run my innovative cloud software, the only one that came anywhere close was HyperCloud from SoftIron. So I became a customer and an instant fan. It very quickly became apparent that there was something very special about this unique hardware / software pairing, which then led me to become CTO at SoftIron to carry the torch forward. 'I liked the company so much I became the CTO', is my contemporary retort to Victor Kiam's.

As a SoftIron partner, you're gaining access to a true private cloud capability that is category-defining. And as your technical teams engage with mine, we share our HyperCloud demo and do the technology deep dive, you too will become enthralled by the possibilities to grow your cloud practice. Your customer's cloud journey will be fully enabled. They will be able to focus on their business workflows and mission, not become mired by dealing with the technology itself. As with any new IT offer that 'really is a game changer' to quote comments from other early adopter HyperCloud partners, the opportunity to enjoy healthy margins with a proven offer, whilst crusading for your customers, is wide-ranging.

I think our CEO Phil Straw stated it best when he recently said "HyperCloud eliminates the 'cloud-bycomposition' approach that has dominated IT until now and removes the time-consuming complexities and security weaknesses that drain resources and budgets. We are confident this technology will provide SoftIron + Co partners with new efficiencies in budgets, resource utilisation, and time-tomarket – and bring the benefit of secure provenance to sovereign clouds."

To finish up, as promised in the title of this document, you'll find below some truths and myths that I have uncovered during my personal cloud odyssey.

It's an exciting time to be a SoftIron + Co partner. Thank you for joining forces with us. I am looking forward to winning with you and your field teams.

Sincerely,

Kenny van Alstyne

CTO
kenny.vanalstyne@softiron.com

Myths & legends about private clouds

Legend: **Why HyperCloud? In short, when you combine why you'd want a private cloud solution with why you'd want a public cloud solution, the ONLY solution on the market today is HYPERCLOUD!**

- Do you want a predictable cost?
- Do you want to know where every piece of hardware came from?
- Do you want the ability to audit every line of code, if the business needs it?
- Do you want to hire staff to worry about what makes your business unique? › Do you want to lead with a Ready-To-Run True Private Cloud that's a generation ahead of all others?

Myth: **I can do this myself and it'll be {cheaper | better | faster}**

SoftIron has spent over a decade designing, not assembling hardware designed to be part of a fleet, or cloud as it were. In addition, the software is designed from the ground up with that fleet mentality in mind and its sole purpose is to provide the services and frameworks for a true cloud technology. From the core services, such as storage / network / compute, to the higher level services such as S3-object compatible storage and the cloud API endpoint, everything is just there and just works in HyperCloud. No integration work is required by your own IT staff. HyperCloud is NOT a composition product.

Myth: **Okay, I get it. Standing this thing up is hard if I roll my own. But if I put in the effort to stand it up myself, I don't have to worry about it, right?**

Not at all. Even with a cloud by composition put together by brute force engineering, the hardest part is living with it! HyperCloud is a complete product, from the hardware to the firmware and to the OS on the bare metal. We know everything works together as a symphony. Will upgrading the kernel on your storage nodes break the scheduler and cause an outage or performance degradation? Will your hypervisor continue to work with your orchestrator if you upgrade them separately? Who knows?!

Myth: **Some workloads just won't work if it's not on bare metal**

Outside of some esoteric workloads (i.e. Solaris on SPARC, z/ OS on IBM Mainframe, AIX on POWER, etc.) workloads don't really know if they're virtualised or on bare metal. When this topic is brought up, what they usually mean is they want predictable performance metrics similar to what they'd get on bare metal. With HyperCloud, you can spin up containers on the bare metal of VM workloads both with disk IOP/throughput QoS settings, dedicated CPU cores, and even network QoS settings. Predictable performance, similar to bare metal, is easily achievable. In HyperCloud, you don't even have to worry about the bare metal itself and can templatise those workloads!

Myth: **Most enterprise workloads require VMware, right? Everything else is a toy, right?**

This is patently false. HyperCloud is of course not VMware, but uses an industry standard hypervisor that is also used by the large cloud service providers. So long as software is not tied from a licensing or integration perspective to a specific hypervisor, it will work as well or better in HyperCloud.

Myth: **I should just put everything in the public cloud.**

We at SoftIron are consumers of the public cloud when it makes sense. We believe in using what you need, when you need it. Some workloads just aren't suited for the public cloud. Examples include long-running HPC-like workloads (especially those needing GPU), bulk long-term data storage, workloads with low latency requirements, workloads with air-gapped datacenter requirements, workloads with high bandwidth requirements, among many others. HyperCloud supports bursting to public cloud and infrastructure as code tools can treat HyperCloud as a target, similar to other cloud providers. You can have your cake and eat it too.

Myth: **Tech debt challenges will be a barrier to entry for HyperCloud.**

- The reality is, the SoftIron GUI is easier to use than even public cloud, the CLI is much more feature-rich than what you get with the competitors, and they can even target an API. We are workload agnostic.
- I keep hearing again and again that IT staff don't "want to learn something new". That's total BS. If they're already in any public cloud or run any existing infrastructure from VMware, Nutanix, etc., they probably already have the chops to build any translations needed for HyperCloud.
- If developers targeting their workloads are already following cloud-agnostic best-practices, it's a relatively trivial effort to retarget their infrastructure as code deployments to HyperCloud.
- Migration from VMware has been done at scale with complex workloads. It's not rocket science.

Myth or Legend? **Nobody got fired for buying Cisco or Dell**

- I guess, but I'd argue nobody ever got a promotion for doing that either. And that all assumes you have the time and skills to stand up your own infrastructure. Wouldn't you rather spend your company's money focusing on your applications that are most relevant to your business? Make infrastructure OUR problem. Also why you'd go to public cloud!
- Myth - Yeah, but I could just buy cheap SuperMicro and do the same
- Honestly, same permutation as the Cisco or Dell comment above, except you REALLY don't understand or care about supply chain security. Sincerely,, that applies to Cisco or Dell too!

Legend: **Yeah, but come on, what workloads do you support?**

- Windows Server 2022? Sure. MS SQL server? Sure. RHEL 9? Sure. If it runs on ARM or x86, we can almost certainly run it on HyperCloud. Containers (even on Windows) are obviously Linux, but at the VM layer you can bring whatever you want. We even have a Solaris template ready to roll, if that's someone's jam.
- Legend - How do I do disaster recovery?
- Obviously the application layer handles it best, if you want the BEST possible outcome of granularity and failover capability, but HyperCloud supports local, remote, and archive backups. Local = snapshots. Remote = replication to another HyperCloud. Archive = backup to S3. Each support separate retention policies.

Myth: **This all looks cute, but it's all just a nice wrapper around some BSD with KVM or something, right?**

Wrong. The trick is selling the value of the product as a whole, rather than the composition. Getting down into the individual components is a trap that leads folks to immediately think we just come on site, install some crap, and configure it to work together. Thinking holistically and firmly establishing the customer need first, then correctly positioning the relevant capabilities of HyperCloud is key to winning.

A world class experience

From T-minus 50 days and beyond!

A message from Rick Holzer, Customer Support Manager

Hey SoftIron + Co Partner,

Rick Holzer here, Customer Support Manager at SoftIron. I am pleased to make your acquaintance. Imagine with me, you have just closed your first deal with the SoftIron team. You are now on the True Private Cloud journey with us. You have cracked the code and executed your initial sales and marketing campaign in collaboration with our local field team, landing live opportunities, then quickly closing your first HyperCloud deal.

Congratulations! That's huge and most likely hard won. Time to raise a glass or two. And thank you for all your cycles getting to this point. And suddenly here we are. Assuming a 6-8 week delivery time frame, we are now at T-minus 50 days to delivery and deployment.

Here is where I have the privilege to join our customer's success journey with SoftIron. Apart from my family and friends (and a dual-sport motorcycle :-), what gets me out of bed every day is the opportunity to manage and continually refine a deployment and support operation that is clean, straightforward, and satisfying for all stakeholders. I work with field solution architects & systems engineers to ensure every phase of the project stays on track, transparent, and smooth all along the way, through delivery, deployment, and finally a fully supported production ready HyperCloud. Throughout the process we are in regular communication with you the partner and the customer, providing status updates on delivery and deployment. The secret sauce at SoftIron is communication. This is how we earn trust and maintain it, by providing a consistent and predictable experience.

Moving from Delivery & Deployment to "Day 2", when the HyperCloud has become production ready and enters the Supported Phase, the SoftIron Support Team is poised and ready in the event of any issues. While support cases are inevitable, we strive to make the support experience at SoftIron painless and seamless as possible. One of the ways that SoftIron achieves this is by being the only cloud vendor on the planet that has designed our solution from the motherboard up. SoftIron has built and integrated every element that makes up your customer's HyperCloud On-Premise Infrastructure.

With communication and trust being the driving principles, I am confident, that with the world class support team at SoftIron, working with the expertise on your team, we will create a satisfied customer that is eager to scale out their new HyperCloud year over year.

In the spirit of planning ahead and sharing some key process steps with you, on the next page you'll find some valuable information about how to work with me and our post-sales operations folks.

Thank you for taking a moment to read this introduction to SoftIron Support. I look forward to chatting with you as we work together to create delighted customers.

Rick Holzer

Customer Support Manager
rick.holzer@softiron.com

SoftIron provides a "boutique support experience" for end users.

SoftIron end user customers get more touch and follow through than they have ever experienced from a hardware or software vendor. End of story. Full stop.

- The SoftIron support team provides the white glove customer experience that we would all like to experience when working with any support team.

- We respond promptly with a human response, not an automation › We set expectations in our updates; we mean what we say and say what we mean

- We provide regular summations and status updates, especially if a ticket has a longer life cycle than originally anticipated

- We are available to do technical video sessions when that will facilitate speedy resolution or is just the right thing to do

What we do today - "Onboarding Welcome Package"

The following is what every new customer receives. If they are an existing customer, receiving an additional, new cluster, they simply get the "Deployment Ticket" described below.

What's in the Onboarding Welcome Package?

Each Item in the Welcome Package is a ZenDesk support ticket, which is effectively an email. The package currently contains 3 deliverables.

01 "Support ticket how to & welcome to support"

02 "Customer portal access details"

03 "Deployment ticket" - This support ticket is more than informational. It is the customers first support ticket that will facilitate, track, and demark the deployment of customer's HyperCloud cluster. This ticket gets status updates and milestone statements along the way. When the SA & the Customer agree that the HyperCloud is Deployed, aka Production-Ready, we close this special support ticket

What are our SLA's?

SLA's are defined by the support level that the customer has purchased. Fact: These are SoftIron's drop-dead SLAs. We respond to almost all tickets within the first 30 minutes.

Standard	Premium
11x5x4 (7am-6pm; M-F; 4hr RT) *4 Day Hardware Replacement	24x7x4 (4hr RT) *2 Day Hardware Replacement

Fact: These are SoftIron's drop-dead SLAs. We respond to almost all tickets within the first 30 minutes.

More about SoftIron + Co

Thank you for your interest in joining forces with SoftIron in order to build compelling customer solutions together. Please let us know how we may assist you as you develop your SoftIron competence and integrate HyperCloud into your private cloud practice with us.

For existing partners

Please make sure you've registered on the SoftIron partner portal to stay up to date with the program and to access a variety of assets, training and marketing materials.

For prospective partners

For more information on the benefits of becoming a SoftIron reseller:

VISIT
softiron.com/partners →

EMAIL
partners@softiron.com →

All SoftIron + Co 2024 benefits are awarded at the sole discretion of the SoftIron management team. All decisions made by SoftIron management regarding partner tier attainment and the award of program benefits will be final unless otherwise determined by SoftIron.

SOFTIRON

SoftIron makes the products that underpin the next evolution of **IT infrastructure.**

Our blueprint is radical. Taking full control over design and manufacture of platforms optimised for selected open source software, our highly integrated products reduce space and energy footprints while delivering extraordinary performance. Challenging traditional IT manufacturing and organisational strategy, we've developed a model that enables us to create a more resilient and connected business for the customers we serve. A commitment to openness, transparency, and simplicity helps address emerging multi-faceted threats while eliminating the vendor "lock-in" so common elsewhere.

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