

# Stop Guessing. Start Knowing.



## Case Study: Brocade/McAfee Total Cost of Ownership Integrated Sales Acceleration Program

Working closely with both Brocade and McAfee, WaveLength developed a highly successful, comprehensive, integrated TCO program.

### Challenge: Accelerate Sales of Newly Created Partnership

Brocade's Strategic Alliances group wanted to develop a large, integrated marketing program around the dramatically reduced total cost of ownership of the joint Brocade-McAfee Secure Network solution. They needed to effectively communicate how their solution offered the best price and highest performance against the competition.

### The Solution: Total Cost of Ownership Program

WaveLength created an integrated program based on a Total Cost of Ownership (TCO) tool featuring:

- A standalone TCO tool created in Excel and programmed in Flash for use on the Brocade.com web site:
  - An interactive tool allows customer/prospect participation;
  - Useful in multiple outbound lead generations campaigns: For both sales teams to **SHOW** customers and prospects the high performance secure network competitive differentiators for a lower total cost of ownership.
  - Easily updated and adapted for new uses.
- A sales presentation for Brocade and McAfee to deliver to their respective sales teams explaining the tool, its usage, and how to further the sales process using the TCO message
- An end-user presentation
- TCO white paper

*The Brocade/McAfee Total Cost of Ownership Acceleration Program took the McAfee/Brocade partnership to a higher level and significantly accelerated our joint value and sales. WaveLength delivered above expectations with materials that we'll use for a long time to tell our great TCO story.*

Amy Mollat  
Business Development Sr. Executive

The collage features three main components:

- Sales Presentation:** A slide titled "NON-STOP SECURE NETWORK" with a "SAVE AN AVERAGE OF 20% OVER THREE YEARS" callout. It lists benefits such as "Content security for larger network Application", "Identity-based visibility & control", "Full global threat intelligence", "Ability to process 4x as many SSL transactions per second Widespread performance", "Inspection encrypted application system", and "Endpoint network threat correlation".
- TCO White Paper:** A document titled "BROCADE AND MCAFEE CHANGE THE SECURE NETWORKING LANDSCAPE BY OFFERING HIGH PERFORMANCE AT THE LOWEST TOTAL COST OF OWNERSHIP". It discusses the competitive business environment and the benefits of the Brocade/McAfee solution.
- TCO Tool:** An interactive tool interface showing a comparison of Brocade/McAfee vs Cisco. It includes a bar chart comparing costs over three years and a table of features like "Visibility & Resiliency", "Policy Management", "Response & Policy Enforcement", "Network", "Visibility & Control", and "SSL".

Shown in the picture below, the tool was designed for simplicity to the user, but the model was actually quite complex. For small, medium, and large networks, the tool compared two-tier network configurations that included core, access, load balancing, and security devices at 3 different levels of network oversubscription ratios. To reinforce product differentiators, the tool also contained a feature comparison. The entire sales acceleration program enabled Brocade and McAfee to demonstrate joint value to successfully accelerate the sales cycle.

**Client**

Brocade Communications Systems, Inc. Located in San Jose, California, Brocade is a publically traded corporation with annual revenues over \$2 billion. Brocade Communications Systems, Inc. supplies end-to-end Internet protocol based Ethernet and storage area networking solutions for enterprises and service providers.

**Industry**

Storage & Data Networking



**About WaveLength**

Founded in 2001, WaveLength Market Analytics specializes in combining knowledge of technology markets, products and services with data management and quantitative analysis for marketing strategies and programs that deliver superior results.

Our work includes Enterprise, consumer, service provider, and distribution channels in the world's largest technology markets both established and emerging. Technology segment work is diverse, as we have completed projects in enterprise hardware and software, services, channels, and wireless and IPTV consumer technologies.

WaveLength Market Analytics  
 2680 Bayshore Parkway #212  
 Mountain View, CA 94043  
 Ph: 650-241-8667  
 Fax: 650-329-9452  
[www.wlanalytics.com](http://www.wlanalytics.com)