



# Stop Guessing. Start Knowing.

Change Your Company with Data-Driven  
Decisions & Marketing Programs

# Marketing built on data, not whims or opinions

Founded in 2001, WaveLength Market Analytics specializes in combining knowledge of

- Technology markets, products and services
- Market analysis and models
- Tactical and strategic marketing

.... to deliver integrated programs with superior results.

# Experienced principals

**Natalie Robb:** 20 years of quantitative data analysis & modeling, 15 in technology including positions at Hay Group, PSINet & TeleChoice; Experience in Internet web sites, gear components, communications services, security, human resources, systems integration services, VOIP, IPTV, mobile TV, enterprise & service provider hardware & software; Knowledge of world's largest technology national markets including China, India, Brazil, S. Korea for enterprise, service provider, and consumer products & services.

**Kate Healy:** More than 20 years in corporate, channel and solution marketing leadership, Kate contributes her tactical and strategic expertise in driving sales through targeted application of innovative marketing programs. She is exceptional at using quantitative analysis to shape demand generation, channel marketing programs, new product campaign launches, field marketing and product marketing. Most recently, Kate ran lead generation, marketing and training programs as Director of Field Marketing at Juniper Networks.

# Clients



# Accelerate your sales cycle



# Integrated programs: some examples

- Cisco, Brocade, Blade
- Custom calculator tools, each with its own goals, together with comprehensive GTM campaign including:
  - Sales training
  - End customer presentations, solutions briefs
  - White papers
  - Application notes
  - FAQs
  - eDMs
  - Web site copy
  - Banners ads
  - etc....

This page can be customized by overriding defaults in the shaded boxes. It does not require customization, as customer inputs are automatically populated.

### Unscheduled Change Support

1 1 2 3 4

Number of hours to resolve a technical assistance issue (TAC case)

Percent resolution in resolution time

Cost of resolution time

Total labor cost

50.00

50.00

Number of hours for TAC case resolution

Percent resolution in resolution time

Overhead per hour

Total downtime cost

\$2,800.00

\$11,400.00

Total unscheduled value per deliverable at 10% adoption

\$11,400.00

Total quantity

Deferrable Adoption Rate

Impact Adjustment Percentage

4

100%

0%

Labor Cost Avoidance

\$107.28

Business Cost Avoidance

\$45,701.00

Other Cost Avoidance

\$0.00

Total Value

\$45,701.00

### Scheduled Change Support

Labor

Number of issues presented

Number of hours to resolve issue

Cost of labor per hour

Total labor cost

4

20

\$50.00

\$6,000.00

Overhead

Number of edges presented

Overhead of edges per hour

Overhead per hour

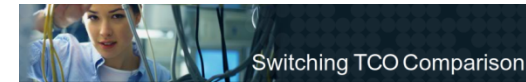
Total overhead cost

2

10

\$2,800.00

\$8,800.00



## RackSwitch Performance and Financial Advantages for Your Data Center

Enter your organization's information in the boxes below

### Switching Total Cost of Ownership

Comparing BLADE to Cisco over one year and three years

In your organization's data center, what is this:

Number of physical servers in year 1 (minimum 20)

200

Cost per kilowatt hour

\$ 0.15

Configuration

100% Switching with Transceiver Configuration

Expected growth in the number of physical servers in years 2 and 3

50%

Year	BLADE BackSwitch 6024	Cisco Nexus 5516
Year 1	\$41,182	\$83,748
Year 3	\$101,148	\$202,442

See how much your organization can save using BLADE

	Over Cisco Nexus 5510	Over Cisco Nexus 5520
<b>Total Savings</b>		
1 Year	\$52,676 58.8 %	\$104,937 71.5 %
3 Years	\$126,646 58.8 %	\$219,356 58.5 %
<b>Total Power Savings</b>		
1 Year	\$273,977 58.6 %	\$444,770 78.5 %



## The Performance & Ownership Cost Advantage: Comparing Brocade Switching & McAfee Threat Prevention to Cisco

To learn how Brocade and McAfee can deliver significant financial, performance, and security gains, fill in the shaded boxes with your organization's information. Select a range of network users, the required level of network performance, the required level of threat protection, and the average costs for power and office space.

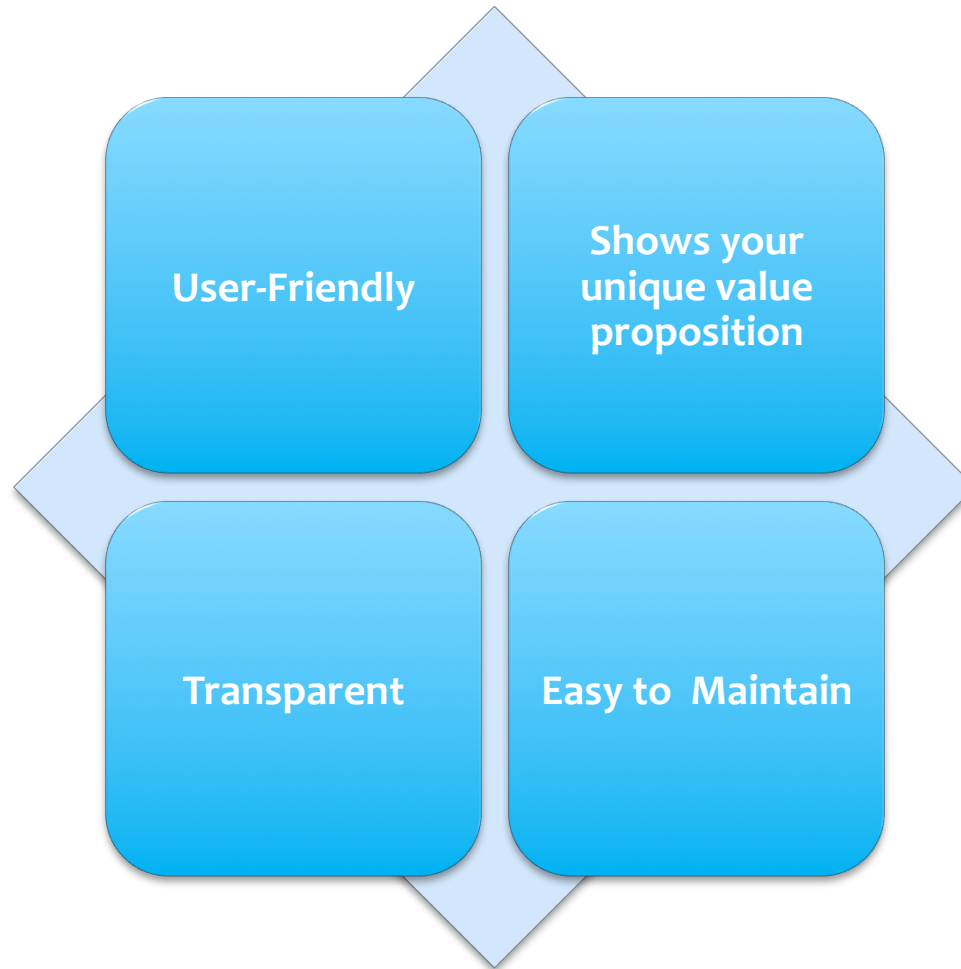
For your campus network, what is the...?

- Number of Network Users: 301 TO 2000
- Level of Network Performance: HIGH
- Required Level of Threat Protection: FIREWALL, IPS & CONTENT SECURITY
- Cost per Kilowatt/Hour: \$0.11
- Cost per Square Foot of Office Space: \$28

Comparing Brocade-McAfee to Cisco, your cost of ownership would be...

Category	Year	Brocade	Cisco
Switching & Load Balancing TCO	YEAR 1	\$1,551,838	\$1,984,481
	YEAR 3	\$1,726,515	\$2,430,564
Threat Protection TCO	YEAR 1	\$47,403	\$145,378
	YEAR 3	\$67,808	\$269,773

# Tools and models- key to the marketing mix



# Summing up

- We work cooperatively as a seamless extension of your team
- We have the expertise required to communicate easily and understand your issues and objectives
- We have a deep understanding of Service Provider and Enterprise markets
- We understand how to accelerate your sales cycle using a combination of tactics that will work best for your company



# WaveLength Market Analytics LLC

([www.wlanalytics.com](http://www.wlanalytics.com))

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