INFOVISTA EXPANDS IN AMERICAS AND BOOSTS THOUGHT LEADERSHIP WITH KAIROS PULSE

Infovista, a leading provider of cost-effective network performance orchestration solutions, had achieved success with its Ipanema solution, mainly in the European market. Ipanema is deployed by leading communication service providers (CSPs) as part of their application aware network and application performance guarantee solutions. Best suited for large to very large enterprises and delivered to enterprises through an international network of CSPs, managed service providers (MSPs) and channel partners, Infovista wanted to leverage their experience in Europe and other international markets to penetrate in the Americas.

KAIROS worked with Infovista to identify SD-WAN market opportunities with mid-large enterprise customers globally, primary focus being on the Americas region.

> KAIROS devised a scalable Go-To-Market (GTM) strategy for Infovista, identified market requirements, planned and recommended the best approach to target this segment while maintaining a competitive edge and derive maximum revenue potential.

The Client

Infovista is the leading provider of cost-effective network performance orchestration solutions that help communications service providers, mobile operators and large enterprises meet the challenge of providing top-quality user experience (UX) while increasing the capital efficiency of their network infrastructure. It has been recognized as a Visionary in Gartner's Magic Quadrant for WAN Optimization.

The Need

Well-defined and actionable GTM strategy and plan for Infovista's Application Aware SD-WAN solution, covering:

- Customer scope, opportunity and market dynamics
- In-depth analysis of the competitive landscape
- Positioning strategy
- GTM plan
- Messaging framework

Content execution and delivery based on the defined GTM.

The KAIROS Solution and Methodology

The engagement comprised two phases. In Phase 1 of the engagement, KAIROS focused on GTM strategy development for Infovista's Application Aware SD-WAN solution. KAIROS planned key deliverables such as competitive overview, market requirements, positioning strategy, GTM plan, and messaging framework to execute the GTM plan. In Phase 2, KAIROS delivered marketing and sales and channel enablement content, in alignment with positioning strategy, GTM plan, and messaging strategy defined in Phase 1.

KAIROS' expertise and recommendations on the GTM, content execution and messaging effectiveness provided immense support to Infovista's marketing and sales organizations

Phase 1 Methodology: Go-to-Market Strategy for Application Aware SD-WAN solution

KAIROS followed a general framework described below to perform its own market research and analysis to provide GTM, positioning, and messaging recommendations.

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GO-TO-MARKET STRATEGY FRAMEWORK

POTENTIAL VERTICAL SEGMENTS

PRIMARY RESEARCH

SECONDARY RESEARCH

MARKET RESEARCH ANALYSIS

DEMAND-SIDE ANALYSIS

Market Sizing | Solution Positioning | Potential Customers | Future Plans | Client Capabilities

SUPPLY-SIDE ANALYSIS

Industry Trends | Competitive Landscape | Competitor Profiles

ANALYSIS OF MARKET FORCES

Market Sizing | Addressable Opportunity | Emerging Trends | Competition

| PRODUCT-MARKET FIT | SWOT ANALYSIS | STRATEGIC ALIGNMENT |

ANALYSIS OF INTERNAL CAPABILITIES

Investment Potential | Technical Capabilities

Corporate Culture | Future Growth

GO-TO-MARKET

☑ What is the Opportunity Size ?

☑ How to Target - Channels or Direct ?

☑ Who to Target ?

☑ What is the Value Proposition ?

☑ What is the Positioning and Messaging ?

☑ How to Achieve Competitive Advantage ?

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Customer Scope, Opportunity and Market Dynamics

As part of the GTM strategy deliverable, KAIROS worked on studying and understanding the larger enterprise segment dynamics. KAIROS leveraged its team's experience in the enterprise customer segment and conducted secondary research using publicly available resources. As part of this deliverable, KAIROS used the following approach:

- Scoped the overall enterprise and service provider segment and applications for Application Aware SD-WAN through extensive secondary research and available resources.

- Identified market landscape and relevant players – competitions, service providers, MSPs, VARs, enterprises.

- Conducted an extensive study of the Application Aware SD-WAN market – changing traffic patterns: SaaS, Cloud, Video & Mobile.

- Identified the top considerations by enterprises while choosing SD-WAN solution.

- Estimated the overall enterprise segment market opportunity – market sizing in terms of building a forecast of potential revenue and growth opportunity, based on in-depth analysis of available analyst resources.

- Studied the future trends of how enterprises will deploy SD-WAN solutions – flexible solution options such as Internet WAN, Hybrid WAN and HetNet – and associated market requirements for SD-WAN switches and controllers.

Competitive Brief – Understanding the Competition Landscape

As part of the overall strategy, KAIROS built an overview of the competitive landscape and ecosystem for Infovista. Leveraging deep research and analysis, KAIROS provided a comparative brief covering the overall competitive landscape for different segments of the market and an in-depth analysis of the top 3 competitors. As part of this deliverable, KAIROS used the following approach:

- Built a competitive grid to provide an easy understanding of competitors and their portfolio in SD-WAN solutions.

- Used comparative analysis to identify strengths and gaps between Infovista's SD-WAN solutions and those of the top 3 competitors – this focused on market share, functional capabilities, deployment options offered, types of enterprise customers served, product positioning, regions targeted, channels leveraged, strengths and weaknesses, and how they fulfill the identified buying considerations.

The end deliverable was a competitive analysis document used by sales and marketing to understand solution strengths and weaknesses better. The structure and format of the brief was such that Infovista would be able to use it in the future, should they decide to develop battle cards to enable sales make stronger touchpoints with prospective customers, or evolve their product roadmap.

Positioning Strategy

The Positioning Strategy document was created as an output resulting from the analysis of the customer scope and competitive analysis. KAIROS additionally used both secondary and primary research to support devising Infovista's product positioning strategy. As part of this deliverable, KAIROS used the following approach:

- Provided an overview of various pain points and gaps in the current positioning of SD-WAN solutions through secondary research and discussions with analysts and industry experts.

- Laid out overarching value proposition and positioning statements for different buyer personas and customer use cases.

- Scoped the future of Application Aware SD-WAN solutions, vis-à-vis the current scope to assist Infovista in enhancing product position effectively – extending to mobility, IoT, etc.

- Thoroughly expanded on the benefits of SD-WAN to large enterprise and sub-segments within the category to assist with positioning strategy.

GTM Plan

The positioning strategy, competitive brief, and market dynamics served as the lead into the GTM plan output covering partner strategy, channel strategy, direct sales strategy, marketing strategy, and product/solution strategy to enable sales to start selling more effectively. To devise a scalable channel strategy for Infovista's SD-WAN solution, KAIROS conducted in-depth analysis using both secondary and primary research methodologies. As part of this deliverable, KAIROS used the following approach:

- Built a strong understanding of the current channel partner ecosystem of Infovista SD-WAN solution distribution; For this, internal resources associated with the partner program were interviewed.

- Conducted due diligence of effective channel prioritization based on findings and analysis of the enterprise buying considerations.

- Researched and recommended additional channel and ecosystem partners that could enhance sales to large enterprise customers.

Messaging Framework

The marketing framework formed a key part of the overall GTM strategy that KAIROS formulated. Based on the overall analysis of the market, competition, and understanding of target market needs and buying considerations, KAIROS recommended a simple yet compelling messaging framework for unique positioning statements and value proposition offered to different market segments.

The end deliverable was a high-level messaging document for use by CXOs, followed by a granular document/deck to be used for campaign strategy, analyst briefings, and marketing/sales enablement collateral. The document/deck spelled out boilerplate statements to be used in PR, key messaging to be highlighted in collateral and website, and competition differentiation.

Phase 2: Content Execution and Delivery

KAIROS reviewed Application Aware SD-WAN solution collateral assets available on Infovista's site. The overall scope included re-purposing of existing content, including re-design as per the new branding guidelines and messaging framework, as well as creating new assets.

In order to execute this phase of the project, KAIROS used the following approach:

| Topic ideation | Research | Storyline and writing | Designing | Reviews and iterations |
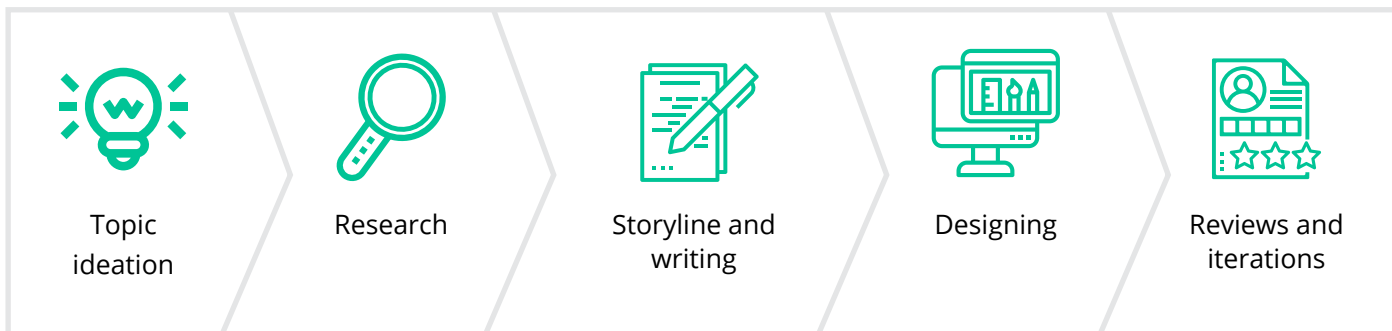
The Results

KAIROS's GTM strategy and plan recommendations enabled Infovista to evaluate and execute an effective actionable market entry strategy, targeting a high potential customer segment, while offering a competitive solution to optimize revenue opportunities.

Additionally, Infovista was able to reach out to its target customer segment and potential partner base through the highly impactful sales enablement and marketing collateral material created by KAIROS.

About KAIROS Pulse

From technology marketing to sales enablement, we help you scale.

We accelerate growth of B2B technology companies by aligning their strategies with target market needs, excelling sales effectiveness with engaging content and sales tools, and automating sales and marketing operations. We offer a unique combination of market knowledge, technology depth, creative storytelling, and entrepreneurial attitude. We believe that misalignment is the foundation of broken businesses, and we are on a mission to fix this foundational gap. Agile and result-oriented, we will help you move the needle.

Our Focus

Telecom and Software are in our DNA. Alignment is at the core of everything we do.

We have decades of experience working with technology vendors, telecom carriers, "as-a-service" providers, managed service providers, and enterprises.

Fixed & Wireless Networks

5G, 4G, Private LTE, Small-Cells, Wi-Fi, Broadband, SDN, SD-WAN, IP Interconnect, Enterprise Network Security

Cloud Communications

Unified Communications, SIP Trunking, WebRTC, CPaaS, CCaaS, Team Collaboration, Digital Engagement, Self-Service Bots, VoLTE/ ViLTE

Software-Driven Automation

IoT, Artificial Intelligence, Machine Learning, Industrial Automation, Big Data Analytics

WE HELP B2B TECHNOLOGY COMPANIES ALIGN ACCELERATE SCALE THEIR PRODUCT MARKETING AND SALES ENABLEMENT

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