

NexusOne Cheatsheet

Guidance on WHAT to ask, WHY to ask it, and HOW to say it.

NexusOne managed Cloudera-as-a-Service: NexusOne is an outsource option that takes a holistic approach by bundling the cost items listed above into a low monthly fee.	
1. Question: Do you believe there are opportunities to decrease costs by reducing complexity, standardizing processes and tools, and redirecting expensive resources?	1. Comment: Encourage the prospect to share insights on identified opportunities to lower costs in the current environment. They typically have a short list of items they've identified for cost reduction.
2. Question: Do you think there is redundancy with expensive IT resources that could be consolidated?	2. Comment: People costs are a significant percentage of any IT operation. Companies need to build in considerable HR redundancy to cover their support needs if key personnel are on vacation or decide to leave the organization. The question brings attention to the possibility of optimizing headcount.
3. Question: Do you have a good idea of the total cost of ownership of 'all-in' data enterprise environment?	3. Comment: Encourage a mental exercise for the prospect to consider the total investment in their environment.
4. Question: Have you considered the benefits of outsourcing part of the operations and supporting your data environment to a specialist?	4. Comment: There will typically be a significant conversation before popping this question, but this core question qualifies NexusOne. Note the nuance of the question: would you consider outsourcing "part" of your operation? It does not have to be all or nothing. Many clients may push back at the thought of outsourcing their entire back-office data operations, but see if you can identify specific areas the prospect may find overstaffed or in need of reorganization. Nexus is a big believer in the land, expand, retain model. Let's plant the flag in the account to prove the model.
5. Question: Would you be interested in talking with Nexus Cognitive, our preferred outsourcing provider?	
6. Question: Nexus provides what they call the "NexusOne Challenge," where they will assist you in evaluating your current "all-in" cost to maintain your existing enterprise data infrastructure. This assessment compares the client's cost with what Nexus would charge for outsourcing part or all of their environment. This engagement is free for you whether you decide to work with them or not. And it will provide you with an interesting assessment of the cost centers in your environment.	6. Comment: Express Nexus' confidence in delivering cost savings on data infrastructure. We're willing to put skin in the game with a free cost assessment to review the savings possible by moving to NexusOne. The NexusOne Challenge is an expensive process, and we ask the Cloudera Sales Team to carefully prequalify clients before offering this service.

Speed to Value: A measure of how fast and agile the prospect is in delivering value to their customers, who are typically internal business units, data analysts, and data scientists.	
1. Question: We pride ourselves on increasing Speed to Value for our customers, which is a measure of how quickly they can respond to requests for new data sets or analytics. How do you think about Speed to Value in your organization? Would you be interested in talking about ways to provide more Speed to Value?	1. Comment: This open-ended question intends to get the prospect to contemplate their ability to satisfy new requests. Many IT executives are so busy with day-to-day activities that they don't reflect on their ability to respond positively to their internal customers.
2. Question: How do you think about the agility of your current environment to facilitate urgent requests from the BUs? What is the average implementation time for an analytic solution in your organization?	2. Comment: Does the prospect believe the current environment is bogged down with technical debt or other structural impediments to their success? Ideally, the prospect will assess the agility of their current environment and respond with a list of environmental limitations that are holding them back or creating significant burdens on staff productivity. This is an excellent opportunity to document the prospect's wish list for new capabilities to overcome their challenges.
3. Question: Are you concerned about "Shadow IT" where business units develop analytics outside of IT?	3. Comment: Shadow IT may be the normal course of business at some organizations. It typically comes with security challenges, as analysts in the business units may be unfamiliar with the policies and procedures for protecting data. In other businesses, shadow IT is an indication that the business units are tired of waiting for IT to deliver data and analytics. They have taken it upon themselves to develop data products to serve their individual needs.

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<p>4. Question: Have you considered the benefits of outsourcing part of the operations and support of your data environment to increase your Speed to Value?</p>	<p>4. Comment: There will typically be a significant conversation before popping this question, but this core question shines a light on the prospect’s need for assistance. This is worth mentioning again, the nuance of the question is: Would you consider outsourcing “part” of your operation? It does not have to be all or nothing. The model is land, expand, retain.</p>
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Enterprise Security SOC2 Type 2 Security: The objective of the conversation is to document high-level security concerns and confirm a subsequent meeting for a deep dive into the NexusOne security architecture.

<p>1. Question: Why are there accountants involved in this process?</p>	<p>1. Comment: In the same way that accountants conduct audits for corporate financial statements, accredited security specialists within accounting firms perform systematic reviews of the security posture of IT environments. The process involves adhering to recognized frameworks and auditing practices, such as the Trust Services Criteria framework version 2. Achieving SOC2 Type2 signifies that your environment has undergone scrutiny by an independent, accredited security organization, including a review of the design of your security environment (Type1) and a detailed documentation review spanning six months, validating adherence to established processes and controls (Type2).</p>
<p>2. Question: Don’t cloud providers like AWS and Azure already provide SOC2 Type2? Why do I need another one?</p>	<p>2. Comment: Yes. All cloud providers offer extensive SOC2 Type2 coverage for core storage and compute services, which is essential for every cloud-based system. However, these providers do not cover solutions built and operated atop of these basic services, such as enterprise data lakes, data pipelines, AI/ ML/LLM, and data-driven applications. In essence, cloud providers ensure the security of the core infrastructure, while Nexus addresses the design of the security controls and management of security threats/risks that arise when customers build enterprise solutions using their technology.</p>
<p>3. Question: What are your biggest concerns about cloud security, and how are you addressing them in your current environment?</p>	<p>3. Comment: This is a softball to get the conversation started, leading to potential discussions on security architecture, policy, and technology. The goal is to document the prospect’s security challenges and get them to agree to another meeting for a deep dive into enhanced security posture.</p>
<p>4. Question: Do you wish there were enhanced security measures beyond what the major cloud providers offer? Specifically, security controls operating at the data lake, data pipeline, or application layer rather than the storage and compute layer?</p>	<p>4. Comment: NexusOne offers an enhanced SOC2 Type2 security envelope that extends into the higher-level resources, offering additional layers of security beyond basic cloud infrastructure.</p>
<p>5. Question: Would you be interested in talking with them about their enhanced SOC2 Type2 cloud security model?</p>	<p>5. Comment: This introduces a proof point for NexusOne’s enhanced security model. It emphasizes the refinement and development of the NexusOne security envelope. Prospects are likely interested in exploring enhanced security options, and the NX1 team is proficient at addressing those inquiries.</p>

Operational Resources/Maintenance and Support: Eliminating the challenges related to supporting a complex enterprise data environment (especially 24x7) is a huge selling point for NX1.

<p>1. Question: We work with an outsource partner that provides world-class 24x7 operations and maintenance/support. Would you be interested in hearing how their MSP can support your business and take cost out of the program?</p>	<p>1. Comment: Support is a crucial aspect of the overall NX1 pitch. Many clients find reassurance in knowing that this process is outsourced to knowledgeable, full-time, 24x7 staff backed by continuous monitoring for failures.</p>
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