

NexusOne

CLUSTERA

# NexusOne

managed Cloudera-as-a-Service

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## Discovery & Prospecting Guide

NEXUSCOGNITIVE

# A Word From Our CRO

Welcome - Cloudera Sales Executives (CSE) and Sales Engineers (SE):

Paul Falkenberg here, Chief Revenue Officer of Nexus Cognitive. Thank you for investing your time to review the NexusOne (NX1) Discovery Guide. Your commitment to understanding our managed Cloudera-as-a-Service offering is truly appreciated.

The purpose of this guide is to equip CSE/SEs with a comprehensive understanding of the NexusOne platform. Through meaningful discovery conversations, we aim to qualify customers, shed light on the platform's benefits, and showcase how Nexus can enhance the sales process.

Our interests are aligned – increased client consumption and generating value for our customers translates to additional revenue for both of us. It is important to emphasize that CSEs earn full commissions on CDP licenses and Cloud Credit sales for NexusOne deals. NexusOne is not just a solution; it's the "easy" button for new logos, offering an outsourcing option that saves customers from hiring expensive resources. For existing accounts, implementing NexusOne enables regular client engagement, promoting new use cases and additional consumption.

This guide is written in a conversational style for clarity and engagement. It breaks down the benefits of NexusOne, proper positioning, and why it's important. Additionally, Nexus will provide a Battlecard that summarizes the NX1 pitch. Your feedback on prospect engagement related to the guide is invaluable – we welcome it wholeheartedly.

Think of my team as an extension of yours. With over a dozen senior leaders boasting 20+ years of experience working at top consulting firms in diverse industries, we bring domain knowledge crucial to identifying pain points and understanding business challenges. In addition, we maintain an in-house digital design agency that can quickly generate high-quality content.



We're eager to initiate regular conversations with each CSE, reviewing opportunities and sharing insights. Please feel free to reach out to me anytime. I am always interested in strategizing about new business and identifying creative ways to promote our message.

Regards,

*Paul Falkenberg*

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# Overview—What is NexusOne?

Nexus Cognitive specializes in helping organizations accelerate their data maturity journey through NexusOne, our *managed Cloudera-as-a-Service*. The platform takes a holistic approach to infrastructure by addressing cloud support, governance, managed infrastructure, and enterprise services under a unified control plane and security umbrella. This comprehensive guide offers valuable insights into NexusOne and explains how clients realize significant cost savings over “going it alone” by taking advantage of automation and economies of scale.

**NexusOne** is the easy on-ramp for establishing an enterprise data lake, incorporating data mesh and fabric concepts to generate maximum value for your customers. NexusOne allows customers to focus on what matters most – innovations that provide better decision-making – by expertly managing their infrastructure and security.



NexusOne's intended audience spans a wide range of high-level IT decision-makers, including Senior IT executives, Chief Information Officers (CIOs), Chief Executive Officers (CEOs), and Chief Technology Officers (CTOs). The aim of this guide is to equip Cloudera with the knowledge and tools needed to engage with these high-level decision-makers and effectively communicate the benefits of NexusOne.

# NexusOne Components

## 1. NexusOne Core

- Your turnkey enterprise data operations, including cloud infrastructure, CDP licenses, operations, and 24/7 maintenance and support, are all covered by one low monthly fee.

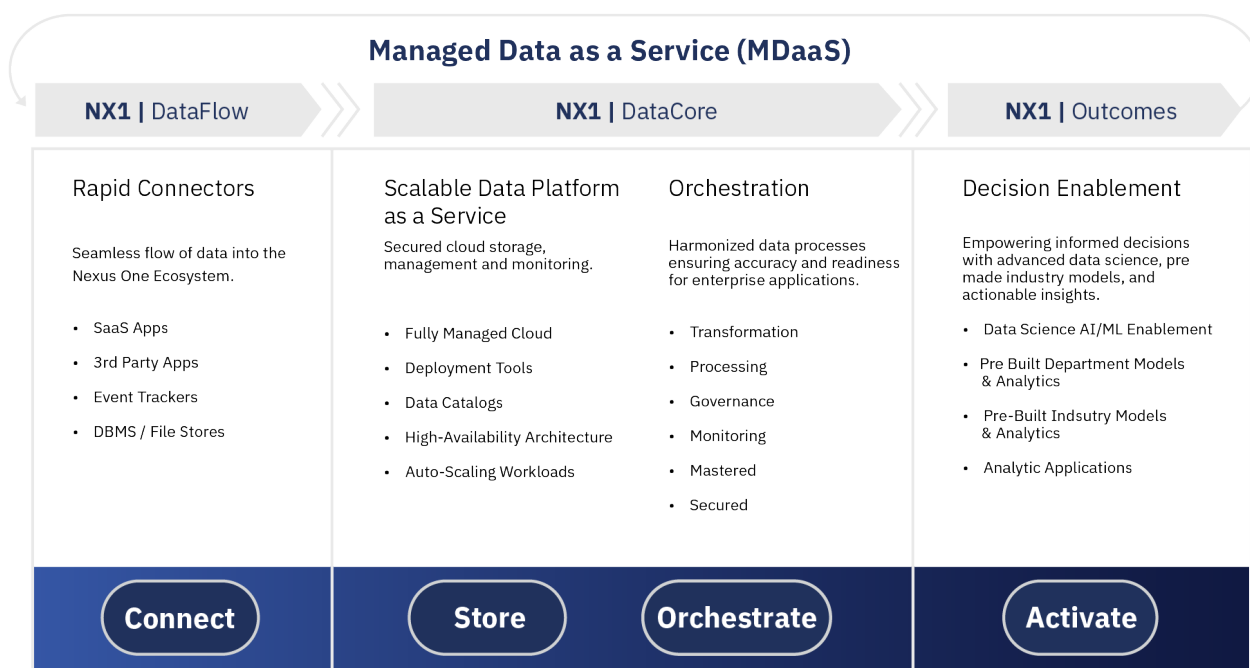
## 2. NexusOne Dataflow powered by Cloudera DataFlow (CDF)

- Additional turnkey support for data ingestion through data pipelines and streaming sources, ensuring seamless data flow within the ecosystem.

## 3. NexusOne Outcomes

- A suite of services supporting analytics, visualizations, AI/ML/LLM, and data-driven applications, empowering you to derive valuable insights from your data.
- Provides an easy on-ramp for clients seeking to develop GenAI applications.

Nexus offers customers the ability to outsource as little or as much as they want. Some customers only leverage NexusOne Core while managing data pipelines and advanced analytics in-house. Others entrust Nexus with their entire data infrastructure, including the core, data pipelines, applications, and IT management. Nexus welcomes any of these scenarios along with creative approaches to amortize all project costs, including implementation, into one low monthly payment.



## **NexusOne: Ideal Client Profile (ICP)**

The Ideal Customer Profile (ICP) for NexusOne primarily encompasses medium to large companies with revenues ranging from \$100 million to just under \$10 billion. While the ICP serves as a general guideline, Nexus will consider organizations beyond this range, smaller or larger, provided their needs align with the capabilities offered by NexusOne.

The rationale behind defining our ICP is that we focus on organizations large enough to possess significant data assets, making them ideal candidates for our data management and outsourcing services. We strategically set the upper limit at \$10B to exclude larger organizations that may already have a substantial internal IT organization or existing outsourcing provider, making a transition to NexusOne more difficult. NexusOne has a strong horizontal offering in enterprise data management and significant industry domain expertise in the following industries:

### **Existing NexusOne References**

- **Financial Services:**
  - Small Business Financial Exchange (SBFE) – Trade Org of 140 Financial Institutions
  - Moelis & Company – Investment Bank
  - First Horizon Bank – Regional Bank
- **Transportation & Aviation:**
  - El Al Airlines (National Airline of Israel)
- **Finance & Tax:**
  - Vistra Energy (\$12B Electric Utility)
  - Nexus CTO, Andy Nardo, was the former Global CTO of PwC for 6 years.
- **Utilities:**
  - Vistra Energy (\$12B Electric Utility)
- **Government:**
  - State/Local: Fairfax County VA, Texas Association of School Boards (TASB)

### **Industries where Nexus management has previous domain experience.**

- **Consumer Packaged Goods (CPG):** e.g. PepsiCo, Nike, Kellogg
- **Oil and Gas:** e.g. Baker Hughes and Schlumberger
- **Media/Entertainment:** e.g. Sony and Paramount
- **Retail:** e.g. Gap, Nike, Hallmark, and Williams Sonoma

## Advantages of Engaging NexusOne

NexusOne serves as the "easy button" for establishing an enterprise data environment, developing data pipelines, and generating valuable insights for your customers. Each of the following NX1 advantages can form the basis of an in-depth discovery conversation—subsequent sections of this document probe into positioning for each benefit, complete with probing questions and commentary.

### Cost Take Out:

- NexusOne provides significant opportunities to lower the client's cost of implementation, security, operations, and support by 50% to 90% compared to "going it alone."
- The platform leverages automation, economies of scale, shared 24/7 support, and operational excellence.
- Nexus offers a FREE cost assessment through the NexusOne Challenge, where we compare the current enterprise data cost against a NexusOne quote.

### Speed to Value:

- Establish an enterprise data lake in days, populate data in weeks, and gain valuable insights in 4 to 6 weeks with our Quickstart Program.
- Automation enables NexusOne to rapidly establish a CDP PaaS environment, quickly onboarding data with 70 Rapid Data Connectors for seamless access to typical SaaS, CRM, ERP, and cloud data services.

### Enterprise SOC2 Security:

- NexusOne alleviates security concerns with an extensive SOC2 Type2 PaaS security envelope that has been vetted by major financial institutions such as Bank of America, Capital One, Wells Fargo, and JPMC.
- All data is shielded within an air-gapped security envelope in the cloud of your choice using a security depth philosophy.

### Project Financing:

- Nexus typically bundles project implementation fees, cloud, security, CDP, and operations costs into a low monthly fee paid over 3 to 5 years.
- Eliminate large one-time implementation fees, leveraging economical professional services and offshore resources.

### Operations and Maintenance/Support:

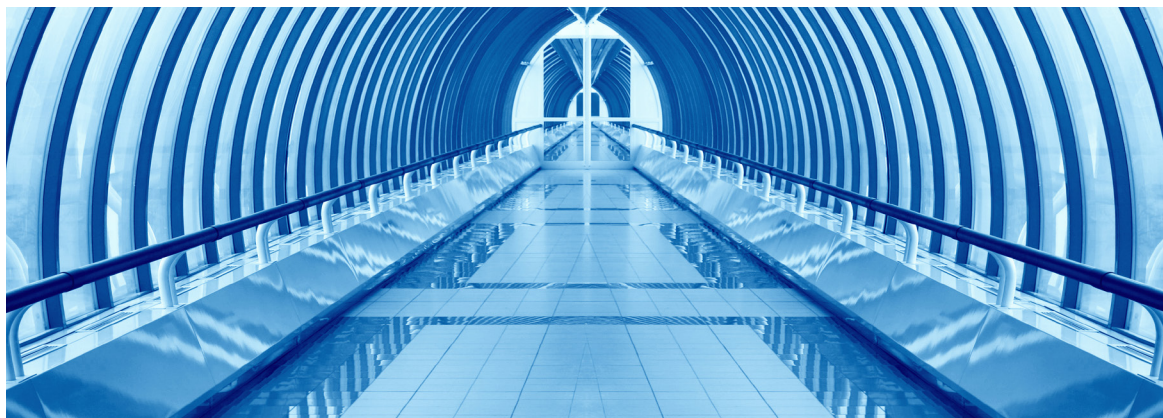
- Many clients lack skilled resources to support CDP environments, especially for new logos without existing CDP resources.
- Many clients will welcome the opportunity to outsource data operations when faced with the prospect of hiring new 6-figure tech resources.
- NexusOne offers "white glove" 24x7 support for all systems under our management and security umbrella.

### Industry Knowledge:

- The Nexus team has significant domain knowledge across various industries, having spent years in tier-I consulting firms. We know typical pain points and the right questions to ask to start conversations.

## Advantages of NexusOne for NEW Accounts

NexusOne is the perfect solution for clients seeking the robust capabilities of Cloudera, who may not have technical resources on staff. Typically, new logos lack qualified Cloudera expertise initially. When faced with the prospect of hiring several new full-time IT resources or opting for the cost-effective outsourcing option with NexusOne, many clients opt for the NX1 option. Nexus can expedite the onboarding process through our automated implementation models and industry templates.



## Advantages of NexusOne for Existing Accounts

### Increase Revenue:

- Implementing NexusOne at existing accounts can help jump-start new use cases and CDP consumption.
- Nexus has industry experts who can help drive innovation and utilization.
- NexusOne is more than simply core infrastructure – outsourcing data pipelines, data-driven applications, AI/ML, and ModelOps to enhance CDP consumption.

### Reduce Churn:

- Juggling your attention among an extensive list of existing accounts while pursuing active and new accounts can be challenging.
- Once implemented, the NexusOne team becomes your full-time advocate for engagement and customer satisfaction.
- Nexus conducts quarterly client checkpoints, providing infographics highlighting recent achievements.
- NexusOne makes Cloudera more "sticky" by ensuring high utilization and client success.

# Discovery Guide

The Discovery Guide provides talking points and conversation starters along with background, providing essential insights into the positioning of NX1. All the talking points and probing questions are presented from the perspective of a Cloudera Sales Exec point of view and are formatted in blue italic bold.

One of my favorite quotes is, "No plan survives contact with the enemy." It pertains to this guide as it would be impossible to anticipate every possible question and answer that may arise from a client discussion. Allow conversations to flow naturally, using this guide as a way to move into new subjects and dialog when appropriate.

The talking points and questions should be raised at the appropriate point in the conversation after the proper amount of groundwork has been laid. Every question can be tailored slightly differently, depending on the context and flow of the discussion. In addition, the questions provided lack the nuance and personal style of a sales executive. As such, my advice is always to be yourself, using the Discovery Guide as a loose construct for a successful conversation.





## **Discovery Objective: Current Situation/Environment**

### **What You Need to Know & Why It Matters to Cloudera**

Before you get to any discussion about the NX1, we assume there has been the typical current situation/environment fact-finding conversation. These conversations are already part of Cloudera's sales enablement materials and are not part of this document.



## **Discovery Objective: Cost Containment**

### **What You Need to Know & Why It Matters to Cloudera**

Lowering costs is a key consideration for prospects seeking enhanced value and the ability to achieve more with less. This is especially true in an environment where IT executives face the challenge of maximizing outcomes with limited budgets at a time when GenAI and other shiny innovations are vying for attention.

- There is no shame in throwing out a softball, "I would like to talk about lowering your enterprise data costs"

### **How Do You Ask the Question?**

There is a significant amount of complexity involved in operating an enterprise data environment. Many senior IT executives may not be fully aware of the total cost of maintaining their enterprise data environment when all accounting for People, Processes, and Technologies. The slide below illustrates the "all-in" costs of operating and maintaining an enterprise data environment. If being honest, most technology executives would acknowledge not having a complete understanding of these costs. The objective is to establish consensus on the complexity and costliness of this business, presenting numerous opportunities for potential cost savings.

# Cost Containment

Do you know the “all-in” cost of your enterprise data environment?

## People

### Enterprise Data Team:

1. Data Lake Architect
2. Cloud Infrastructure Architect
3. Data Pipeline Architect (ETL/ELT)
4. Data Operations Manager
5. Dashboard Developers
6. AI/ML/BI Developer (Advanced Analytics)
7. Chief Information Security Officer (CISO)
8. Security Analysts
9. Data Governance Manager
10. Large Language Model (LLM) Architect
11. Support Engineers (24x7)
12. Others?

*Do you need all these expensive resources on your payroll?*

## Process

### Enterprise Data Business Processes:

1. Enterprise Operations
2. Enterprise Security (SOC2)
3. Procurement
4. Vendor and Partner Management
5. Data Quality Management
6. Helpdesk 24x7 Support
7. Data Integration and ETL
8. Data Security and Compliance
9. Data Storage and Management
10. Data Lifecycle Management
11. Master Data Management (MDM)
12. Data Governance
13. Backup and Disaster Recovery
14. Performance Monitoring and Optimization
15. Change Management
16. Access Management

*Do you want to manage all the business processes required to maintain an enterprise data environment?*

## Technology

### Enterprise Technical Environment:

1. Cloud Infrastructure
2. Database Mgt Systems
3. Data Warehouse Systems
4. Enterprise Data Lake
5. Security Mgt Software
6. Firewall
7. Observability Framework
8. Encryption Software
9. Data Governance Tools
10. Data Engineering Framework
11. Data Pipeline ETL/ELT
12. Dashboard Tools
13. ML-Ops

*Do you want to spend time selecting and procuring the latest enterprise technology?*

**NexusOne is managed Cloudera-as-a-Service 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?

**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?

**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? (SEE list above)

**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?  
**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.  
**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.

## Discovery Objective: Speed to Value

### What You Need to Know & Why It Matters to Cloudera

Speed to Value is 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. It is common for companies to face challenges with multiple ongoing initiatives that drain resources, limiting their ability to respond promptly to new requests. The goal is to highlight that the client's focus should be providing actionable insights to the business rather than being consumed with managing infrastructure.



### How Do You Ask the Question?

- 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?

**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?

**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?

**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.

This can be an indication that IT is backlogged and unable to keep up with demands from the business. Gauge the level of concern to see if this opens a discussion about modernizing the core data repository or outsourcing parts of the environment to increase Speed to Value.

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?

**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.

Use the conversation to identify part of the environment or organization the prospect considers antiquated or under-performing.

## Discovery Objective: Enterprise Security SOC2

### What You Need to Know & Why It Matters to Cloudera

Enterprise Security can be a pivotal consideration for customers contemplating a migration to CDP PaaS. While there are some regulatory data constraints in specific industries, most prospects can transition data to the cloud if they are assured of a robust security model.

NexusOne(NX1) stands out by providing an industry-leading security upgrade compared to any standard PaaS implementation. Nexus can help you take security objections entirely off the table. The substantiation of this claim lies in the narrative of how NexusOne established an industry-leading security environment.

**Discovery Objective:** Enterprise security is a complex topic that can go down any number of technical rabbit holes. 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.

### The NexusOne Security Success Story:

In 2022, Nexus signed a contract with the Small Business Financial Exchange (SBFE), a trade association comprised of 140 member financial institutions, including the top 10 banks. The collaboration involved the replacement of their entire data infrastructure, including data lake, public-facing web application, and 186 data pipelines, to major financial institutions.

The system Nexus built for SBFE aggregates a significant portion of US small business credit data, including 40M mortgages and credit card transactions monthly. The data is compiled into a CDP data lake and then transmitted, in a standardized format, to the four largest credit reporting bureaus (e.g. D&B, LexisNexis) for use in risk management products. The SBFE provides mission-critical data to lending operations in the Business Banking Sector.

The credibility of the NexusOne security model was rigorously tested through over a dozen security audits and third-party risk reviews by major bank members, including Bank of America, Wells Fargo, Capitol One, Citibank, and American Express. These comprehensive reviews involved responding to detailed questionnaires containing over 1500 questions. Subsequently, the risk auditors provided recommendations and conducted a series of Zoom meetings to approve the integration of NexusOne with their systems.

While initially painful, this process significantly influenced Nexus's approach to enterprise security and the types of objections raised by dedicated security professionals. As a result, the NexusOne Security Team is exceptionally proficient in navigating complex security reviews. The NX1 Security Team can help you overcome the most stringent concerns and objections from hardened CISOs and risk management executives.

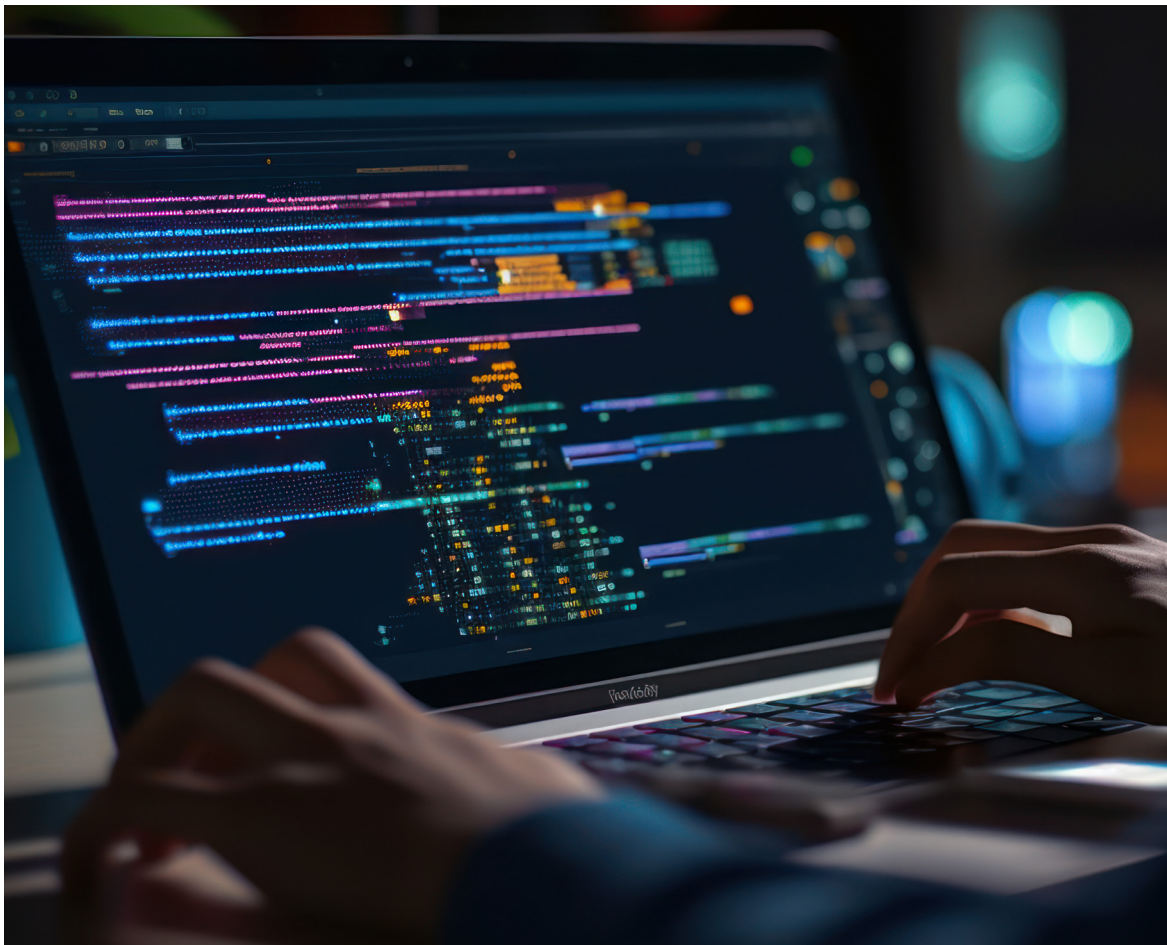
## **Cybersecurity Primer: SOC2 Type2**

Cybersecurity is an incredibly vast topic with a diverse array of certifications and accreditations afforded to CISOs and security practitioners. While a complete overview of this expansive subject is beyond the scope of this document, it is imperative to introduce fundamental concepts for leveraging the differentiators of NX1. This information is vital for the proper positioning of the NX1 SOC2 Type2 security envelope within the sales process.



## Understanding SOC2 Type2

- **System and Organization Controls 2 (SOC2)**
  - SOC2 refers to the second Trust Services Criteria framework, focusing on information security, confidentiality, availability, integrity and privacy. It's part of the broader SOC 2 reporting framework developed by the American Institute of Certified Public Accountants (AICPA).
- **Type 1 vs. Type 2**
  - **Type 1:** Evaluate the design of security controls at a specific point in time and assess whether the systems and control mechanisms are suitably designed to meet the relevant trust principles (security, availability, processing integrity, confidentiality, and privacy).
  - **Type 2:** Indicates the specific kind of SOC 2 report, which covers a minimum of six months of operating history. It involves testing the controls' operational effectiveness over time, coupled with recurring penetration testing of the environment.





## Key Aspects of SOC 2 Type 2

SOC 2 Type 2 is a specialized type of independent audit report that meticulously assesses a service organization's controls relating to information security, confidentiality, and privacy.

**1. Question:** Why are there accountants involved in this process?

**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).

The result (for NX1) is a 55-page audit SOC2 Type2 report from an AICPA member (Weaver) detailing the security posture of the environment. Nexus is open to sharing our SOC2 Type2 report with qualified prospects upon signing an NDA.

**2. Question:** Don't cloud providers like AWS and Azure already provide SOC2 Type2? Why do I need another one?

**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.



### **What does the NexusOne SOC2 Type2 cover?**

Nexus provides an enhanced SOC2 Type2 security envelope for services outsourced through NX1, including enterprise data lake, data pipelines, streaming data, analytics, and applications. Nexus can only offer our enhanced security envelope to the services under our direct control. Customer-developed assets like pipelines or applications can operate in NX1 after a thorough design and security architecture review by Nexus.

For technologies and architectures not conforming to the existing NX1 SOC2 Type2, Nexus can establish new security controls under a new SOC2 Type1 and then obtain Type2 after six months of operation and auditing from our AICPA provider.

### **Why is this important to the customer?**

- There is a world of difference between operating what you believe is a secure IT environment and the NX1 security envelope, where an accredited AICPA provider fully audits the design, operation, and documentation every year.
  - The NX1 SOC2 Type2 includes recurring penetration testing.
- Some customers may not fully appreciate the limited scope of the cloud provider's SOC2 Type2 coverage.
- NX1's enhanced security posture, along with our extensive SOC2 audit report, offers assurance to the prospect that they are taking every possible measure to safeguard their company's valuable data.

## **NexusOne Security Envelope Highlights**

### **1. Air-Gapped Virtual Private Cloud (VPC)**

- Typical cloud implementations often involve shared elements in the architecture. However, NX1 sets itself apart by employing best-of-breed Palo Alto firewalls to completely isolate each customer's environment within an "air-gapped" VPC from other resources in the cloud.

### **2. Share Nothing Philosophy**

- The "Shared Nothing" philosophy is a security industry term that signifies the complete independence of each client's technical environment, a critical aspect of ensuring isolation in the security landscape.

### **3. Security in-Depth Philosophy**

- The NX1 security envelope is designed like an onion, featuring multiple layers of security processes and protocols. All security layers must be satisfied before customer resources become accessible, creating a robust defense against potential breaches.

### **4. Encryption at All Levels**

- All data within the NX1 security model is encrypted in motion and at rest, forming a central layer in the security in-depth model. Accessing data without proper authentication and authorization of the encryption keys is virtually impossible.

### **5. Limited Support Team Access**

- Standing access to any part of the environment is not granted to the support team.
- Access to the NexusOne Platform is restricted to authorized personnel via unique credentials, including password, multifactor authentication, and connections secured by VPN
- User access to the NexusOne Platform is requested and approved prior to being provisioned
- Privileged access to the system is granted separately for each customer environment based on a defined user role matrix

### **6. Continuous Monitoring of Cloud Resources**

- NX1 ensures continuous monitoring of failures for all cloud resources, providing automated alerts to support staff to address issues in real-time.
- A vulnerability scan is performed quarterly. Results are reviewed by the Nexus security team and identified vulnerabilities are documented, triaged, investigated, and tracked to remediation by the Cybersecurity team

## 7. Anomaly Detection of Network Traffic

- Continuous monitoring extends to network traffic, where NX1 detects anomalies, contributing to intrusion detection.
- Infrastructure monitoring tools are utilized to monitor platform availability and performance and generate alerts when specific, predefined thresholds are met.

## 8. Availability and Business Continuity

- Continuous monitoring extends to network traffic, where NX1 detects anomalies, contributing to intrusion detection.
- Production systems are implemented with a redundant failover architecture to ensure system availability.
- A documented business continuity/disaster recovery (BC/DR) plan is in place and tested annually.

## 9. Secure operations

- A documented Change Management policy that defines requirements for the implementation of application and configuration changes to the NexusOne environment based on defined change types.
- Segregation of duties is maintained between change manager, change approver, and change implementer.
- The production environment is logically separated from the nonproduction environments.

## Final Comments on Security

Security is a massive differentiator for NX1. After an initiation conversation, we can engage the NX1 Security Team to schedule a detailed meeting, offering a thorough security presentation to well-qualified prospects that walks them through every aspect of the architecture and its importance. The Nexus Security Team is proficient at handling rigorous security challenges from the most demanding clients.



## How Do You Ask the Question?

1. **Question:** What are your biggest concerns about cloud security, and how are you addressing them in your current environment?

**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.

2. **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?

**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.

3. **We have a partner with a next-level security posture for virtual private cloud (VPC) implementations. They developed a project for a trade organization representing 140 financial services companies involved in small business leading. The system processes 40M transactions per month before sending them to the major credit reporting bureaus. The system was vetted and refined by several of the country's largest banks through an extensive design and risk review process.**

**Question:** Would you be interested in talking with them about their enhanced SOC2 Type2 cloud security model?

**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.

## Discovery Objective: Project Financing

### What You Need to Know & Why It Matters to Cloudera

Project financing can make or break a deal. In many cases, clients prefer amortizing costs over time rather than absorbing significant up-front costs. An ideal engagement for Nexus involves a long-term managed services contract, ideally spanning at least three years, establishing a track record for long-term Annual Recurring Revenue (ARR). Nexus prefers to amortize implementation, and NX1 costs into one low monthly fee.

#### Hypothetical example:

A manufacturing client wants to develop a new enterprise data lake and streaming data pipelines from Industrial Internet of Things (IIOT) sources. The cost to operate the completed solutions is \$25K per month, with a one-time implementation fee of \$600K. In a traditional project model, the one-time fees plus the first month's operating costs would be due at the front end of the engagement.

The NexusOne approach integrates all costs into a single monthly payment throughout the 3-year managed services contract.

- Annual Operations costs =  $\$25K \times 12 \text{ months} = \$300K$ 
  - Three Year Operations Costs =  $\$300K \times 3 \text{ Years} = \$900K$
- One time implementation =  $\$600K$
- Total Project = Implementation Fees + 3 years of operations =  $\$600K + \$900K = \$1.5M$
- Amortize over 36 months =  $\$1.5M / 36 \text{ months} = \text{Monthly payment of } \$42K \text{ per month}$
- The "out-year" fees would drop back to \$25K per month, but we will focus on creating new use cases to sustain account growth.

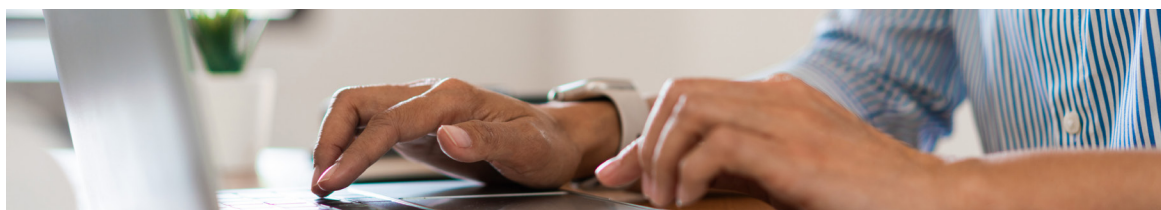
In many cases, \$42K per month is easier to position and sell than \$650K up front and \$25k per month.

Before getting to this conversation, we assume that you have discussed the NexusOne MSP model and the client is favorable. Nexus would be responsible for managing all one-time services under this model so we can control the cost and develop the infrastructure in accordance with NX1 guidelines. Please feel free to introduce the amortization concept, but all cost proposals will need to be priced and approved by Nexus management.

## How Do You Ask the Question?

1. We work with a Managed Data as a Service (MDaaS) partner that bundles implementation, operations, support, cloud, and CDP license fees into a single low monthly payment. Would you be interested in talking with them about creative options to structure the project fees?

**Comment:** Nexus offers many flexible payment models, including discounts for longer-term commitments and up-front payments. We are well-equipped to guide clients through several of the models we've successfully implemented for other customers.



## Discovery Objective: Operational Resources / Maintenance and Support

### What You Need to Know & Why It Matters to Cloudera

Operations and maintenance/support costs can be significant when 24/7 coverage and dedicated resources are required. Lower-cost resources typically staff the Help Desk, but as problems escalate, trained engineering talent becomes crucial for effective troubleshooting, diagnosis, and resolution.

NexusOne addresses this by providing 24x7 "white glove" maintenance and support powered by our international team of engineers. In addition, the NX1 environment is continuously monitored for failures, which generate automated alerts to our support staff. In many cases, the NX1 team will be informed to a problem before the client is aware. Eliminating the challenges related to supporting a complex enterprise data environment (especially 24x7) is a huge selling point for NX1. Thanks to our shared support model and economies of scale, NX1 can provide better support at a total lower cost compared to a client attempting to manage it independently.

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?

**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.

## Industry Knowledge

### What You Need to Know & Why It Matters to Cloudera

Many executives at Nexus have extensive consulting experience at top-tier firms and possess in-depth knowledge across various industries. In addition, we maintain close relationships with many of our former colleagues who are industry experts, enabling us to leverage their significant experience and position our team as thought leaders. Please feel free to reach out to the Nexus Sales Team if we can assist from a domain perspective. Nexus is well-positioned to develop high-quality sales presentations quickly by leveraging our in-house design agency to showcase industry trends, use cases, and thought leadership.

### Nexus Cognitive Industry Expertise:

- Financial Services
- Transportation & Aviation
- Finance & Tax
- Utilities
- Government
- Manufacturing
- CPG
- Oil and Gas
- Media/Entertainment
- Retail

## Next Steps

I hope this Discovery Guide has provided valuable insights. Nexus is enthusiastic about working with Cloudera to grow our partnership and generate new sales. I am excited about how well our partnership is aligned. Each party brings its unique strengths to the table, creating a synergy that drives mutual success. This alignment ensures that both partners are working towards common objectives, with a clear understanding of the target market, customer needs, and the compelling value proposition of our combined offering.

To support our partnership, Nexus has developed a Cloudera Sales Portal on our website. You can access our latest sales enablement materials and thought leadership about NX1 here: <https://explore.nexuscognitive.com/nx1cloudera>

*We want to hear from you.*

Ideally, we would like to establish regular calls with sales executives to exchange insights and explore ways we can provide resources to assist in sales pursuits.

Please feel free to connect with me on LinkedIn and reach out at any time.

Regards,

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## **About Nexus Cognitive – Answers at Scale**

We are innovators in the world of data and analytics, dedicated to unlocking the full potential of your data. NexusOne is our tech-enabled managed service for enterprise data infrastructure that combines cutting-edge technology with deep industry expertise to deliver comprehensive, tailored solutions. Our mission is to enable your business to harness the power of data at scale, transforming complex data sets into actionable insights that disrupt your industry and deliver a competitive advantage. As your trusted advisor, we handle the heavy lifting of data management and governance so you can focus on making informed, strategic decisions that drive growth and innovation.

We streamline operations with automation, optimizing infrastructure provisioning and support cost management. For data infrastructure over three years old, we modernize it with the latest cloud and big data tech for improved efficiency. Nexus offers on-demand global engineering expertise to meet diverse business challenges, fostering a culture of engineering excellence through reliable processes. Maintaining strategic partnerships with leading providers, we stay at the forefront of technological advancements. Experience the future of data with us - sophisticated, seamless, and strategically aligned with your business goals.