

# Your Nutanix Demand Center

Build awareness, attract customers, and generate a sales pipeline with XPAND. Access marketing content, analytics tools, training, and support. Effortlessly share the Nutanix Freedom of Choice and 1-click simplicity story with your prospects – and create new opportunities.

## Campaigns to Suit your Needs

Build custom, co-brandable, and digital marketing campaigns around Nutanix solutions and key messaging.

## Grow Operations with Ease

Scale marketing operations with a variety of plug + play marketing assets.

## Optimize Buying Cycles

Target customers at different stages of the buying cycle.

## Fill your Sales Pipeline

Create a steady sales pipeline with automated nurture streams, top, middle and bottom of funnel tactics, 3rd party agency services, and always-on content.

## Maximize your Success with a range of Services:



### Customized Campaigns

Brand your messaging with campaigns that work for you.

- ✔ Private Cloud, End-User Computing, Databases Brand Messaging.
- ✔ HPE, Lenovo, Fujitsu, Dell, and other joint solutions.
- ✔ Cross Sell/ Upsell Campaigns.
- ✔ Vertical Content.

### Email Nurture Workflows

Build workflows around Nutanix corporate plays with ease.

- ✔ Custom Email Workflows.
- ✔ Event Registration Tools.
- ✔ Test Drives & Virtual Bootcamp Promotions.
- ✔ Email is the most effective Lead Generation tool in XPAND.



### Website Syndication

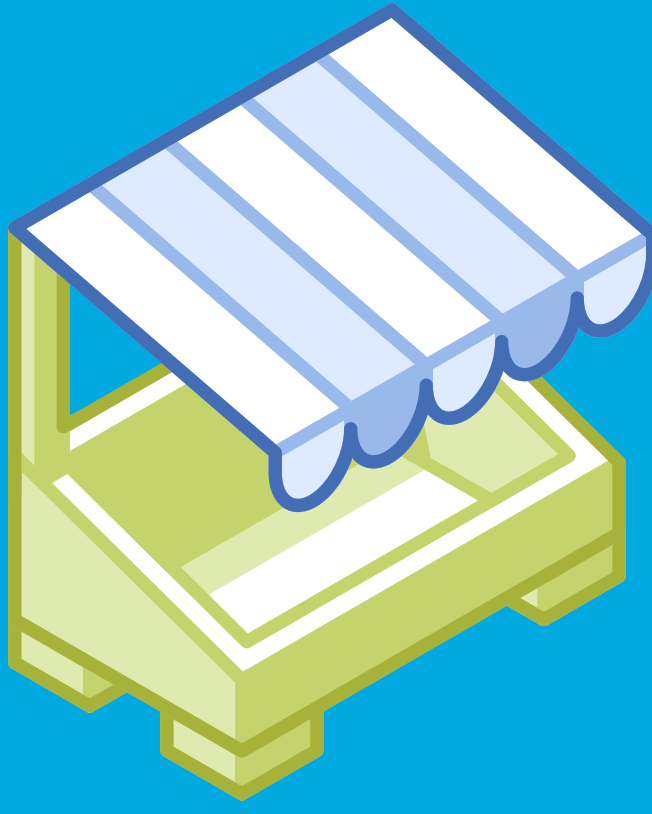
Create inbound marketing plays immediately and add instant Nutanix presence on your website.

- ✔ Banner Ads.
- ✔ Create Your Own LPs and Form Fills.
- ✔ Microsites.

### Automated Social Syndication

Maximize your audience reach.

- ✔ Facebook, Twitter, LinkedIn.
- ✔ New content every two weeks.
- ✔ Our most activated marketing tool for partners – set and forget.



### XPAND Marketplace

Vetted 3rd party agency services to support you along the way.

- ✔ 3rd party agency services to augment your demand generation.
  - ✔ Content creation, direct mail, digital advertising, and telemarketing.\*
- \*Varies by region

### Bonus Tools

Bonus tools to help you make the most of Nutanix in XPAND.

- ✔ Analytics to track optimized campaigns, and success, including Lead Registration.
- ✔ Vast Content Library with customizable assets.
- ✔ Homepage with quick access links to key campaigns and resources.
- ✔ A full CRM to upload, segment, and track contact activity.



Start your XPAND journey here.

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