



Call Script

Hi, this is (your name) from Park Place Technologies, we support (insert support details/OEMs) for your company and want you to be aware that we offer a network monitoring and management solution to help improve network performance and availability. Are you the right person to speak with about network management tools?

[Alternative Call Script]

Park Place now offers an all-in-one, monitoring and analytics solution called Entuity; giving you a single solution to Discover, Manage and Monitor your entire network.

••• → YES

What tools are you using today?

- Most likely answer – SolarWinds
- [IF YES] Was your company impacted by the recent breach?
- [IF YES] Were you allowed to apply the patch?

Are you considering alternative solutions?

Is there anything that you're having challenges with?

- What would you like to be able to do, that you can't today?

Would you be interested in setting aside a few minutes with one of our Entuity specialists to see if we can compliment or improve your current solutions?

NO

- → No problem. What's your role? Who would you recommend I speak with about network management tool consolidation?

Discovery Questions

What tools are you using to monitor the health and performance of your network?

- How are you using (insert product)? What is it monitoring?
- Are you having any challenges with the current solution? Is there anything that you would like to change?
- Do you have any objectives that you're trying to solve, that you are unable to with the current solution?

Are there any gaps in visibility with the current tools or anything your tool(s) can't do, that you wish they could?

How do you currently discover devices on your network and map out the topology today?

- Would it be beneficial if you could automate the process?

When we talk about events, are you able to display events specific to a site or office location, rather than all the events/incidents together?

- How do you handle ticket notifications today?
- Are you able to integrate these incidents with your ITSM application?

Would it be beneficial if your monitoring vendor could handle triage and the remediation of incidents?

Target Audience

- Chief Information Officer
- VP of IT
- VP of Infrastructure
- Director, IT Infrastructure
- Director, Network
- Manager, Network
- Manager, IT Infrastructure
- Manager, IT
- Network Architect

Customer Examples

Financial : Bank of England, London Stock Exchange, PNC Bank, TransUnion, ANZ Banking Canara Bank

Telecom : BT Group, O2, SPM Telecom, Vodafone, Bell Canada, Colombia Telecommunications, Telefonica

Manufacturer : Grundfos, Daimier NA

Technology : Accenture, CGI Group, Tech Mahindra, BMC, Ensono, NTT Data, Presidio, T-Systems

Energy : Vattenfall, Saudi Electric, National Oilwell Varco, Manila Electric Company

Higher Education : Cardiff University, Sheffield Hallam University, CSU Long Beach, University of North Carolina at Chapel Hill, University of Minnesota

Value Proposition



Entuity is an enterprise monitoring and management solution.

Our goal is to help engineers identify issues as quick and easily as possible. We allow you to look at the network from a high level, viewing the health and performance across sites, then drill down into the environment to identify root cause. This drives Uptime.

- Significantly reduces event noise so you can focus on only what is important
- Resolves issues quickly and gets to the root cause using real-time analytics
- Delivers proactive management with predictive trends; including insights into capacity for optimization
- Supports a multi-cloud strategy, Entuity is easy to install, customize, operate and maintain, and lowers total cost of ownership to a fraction of other products.

CUSTOMER PAIN POINTS

Lack of Capabilities Current monitoring tool has limited capabilities or leveraging multiple tools to 'get the job done'. - "My monitoring tool has several features, but lacks depth and/or analytics". - "My monitoring tool doesn't have all of the features I need".	Entuity is an enterprise performance monitoring solution that delivers a wide range of capabilities from the standard license including auto discovery, topology mapping, performance monitoring, event management and reporting.
Alert Noise You're getting flooded with alert notifications lacking useful information. Often just goes to unmonitored inbox / folder.	Entuity's event management system allows you to tailor event, syslog and trap management to your organization and minimize the impact to your business services. Improve operational efficiency by combining multiple events into higher-level incidents, allowing you to focus on what's important.
Lack of Support - Complaints of lack of support from training to professional services. - Customer is expected to setup, configure and customize solution to fit their needs. Service requests are routed to a user portal or message board.	The Entuity Professional Services team is only a ticket or phone call away. From assistance with implementation to ongoing training and customizations. In fact, Entuity support is so highly rated that it is recognized by G2 as having the best support in the Network Monitoring and Network Management category.
Security Concerns over state of security of current tools.	Park Place Technologies conducts a thorough vetting process for each new employee hired. The Entuity monitoring software is an all-in-one product meaning, all of the software components come in a single package, making it easier to maintain, administer and secure. We leverage a secure software download site and offer both Linux and Windows platform support. All software development has been done with permanent development staff, based in London. We go through regular external security testing using known third-party services.

OBJECTION HANDLING

Already invested time (and dollars) to get their current tool running the way they want. (i.e. event thresholds, alerts, dashboards, reports, etc.).	With our solution, we offer a managed solution where our experts handle all application administration and will customize the software to meet your business needs/goals. If customer prefers to consume software on-prem (i.e. own, manage & administer): With Entuity, we offer quick start and professional services, as well as ongoing support to ensure you're getting the most out of the product. We have a vested interest in our customer's success, as this leads to our own success. G2, the peer-to-peer software review site rates Entuity best-in-class for service and support.
Any cost related objections.	Entuity is delivered as an all-in-one solution. When compared to multi-product or modular solutions, the price is competitive on a metric-by-metric or feature-by-feature comparison. Many customers find savings and efficiencies in our simple deployment and ongoing ease of use. If owning and administering software is an issue, or adding another application to support; we also offer an 'as a Service' consumption model.
Competitive Tool --- "How are you different"? Competitors include SolarWinds, LogicMonitor, PRTG, Broadcom Spectrum, MicroFocus NNMI, IBM Net-Cool, NETSCOUT, etc.	Many of our customers used (insert vendor) and looked to change because they became frustrated with poor reporting, a high administrative burden, difficulty scaling and outdated software/UI. If you have any shortcomings in your current software, we would welcome a conversation to demo our product and show you how we are different. Entuity is available in different consumption models based on your requirements from on-prem perpetual, on-prem subscription and a as a Service model (hosted/managed in Azure).
What benefit does Entuity provide vs. open source or lower/less expensive products? (ex. Nagios XI, WhatsUp Gold, PRTG, etc.)	We have customers who switch from these products all the time with the primary reasons being a modern and responsive UI, better reporting and data analytics (especially around capacity planning). Entuity is also rated by G2, as best in class for our support and customer service.