OBJECTIVE: To help decision makers understand the value of investment in Scale Computing's HC3™ virtualization platform.

FINANCIAL IMPACT: HC3 eliminates the need for any unnecessary capex investment. Because of its integrated architecture, it eliminates spending on:

- **Additional hardware**- With traditional solutions, you'll spend money on a SAN (storage), and more servers than needed with HC3.
    - o **HC3** delivers up to **80% savings** in hardware costs alone due to its integrated architecture. *Everything you need in a box.*
- **Additional licenses**- Traditional solutions force you to pay a license per feature, and force you into features you don't need.
    - o **HC3** eliminates the need for paying license per feature, delivering **immediate savings** of up to **50%**. There's no perpetual licensing, which reduces the long term acquisition cost by as much as 80%.
- **Forklift upgrades**- Traditional solutions will force you to buy a whole new system if you need more capacity, paying for resources you won't need just yet.
    - o **HC3** allows you to pay as you scale. Grow your environment only as you need it, incrementally. Managing 3 nodes is the same as managing 8 nodes, no complexity.

Example: 30 VM Deployment			
	HC3	**VMware**	**Hyper-V**
Apps to Virtualize	30	30	30
Infrastructure Costs	$33,999	$61,520	$66,954
Software Costs	Included	$45,582	$27,363
Total Costs	$33,999	$107,102	$94,317
Cost-per-Application	$1,133	$3,570	$3,143
vTax paid per App	~~vTax~~	300%	300%

OPERATIONAL: HC3 delivers a simplified way of deploying IT. Because of its integrated architecture, it eliminates the need for:

- **IT specialists**- Traditional solutions require you to have storage/server specialists, whose salary reqs increase with VMware/MSFT certifications.
    - o **HC3** can be easily managed by an IT generalist. Easy to use web portal allows anyone to deploy business applications within minutes on HC3. There is **no need to add** expertise in any area.
- **Downtime**- The mean time to identification (MTTI)of a failure is often the most time($) consuming. It becomes worse when you're dealing with 3 different boxes, and worse, vendors. This not only increases **revenue loss**, but also employee frustration, causing potential churn.
    - o **HC3** shortens this MTTI to minutes instead of hours, delivering immediate savings, because it's a single appliance. He/she doesn't have to deal with midnight/weekend interruptions in the event of a failure, and eliminates this headache for you.

TECHNOLOGICAL: HC3 delivers an automated solution with business class high availability and superior data protection built in so your business never suffers. It eliminates the need for:

- **Selective availability**- Traditional solutions require you to pick and choose which VMs have high availability and which don't. This can be a time($) consuming job and risky for your business.
    - o **HC3** has built in high availability and standard across all nodes, so you don't have to worry about data loss or downtime, causing **revenue loss**. Your applications, simply available on HC3.
- **Manual intervention**- Traditional solutions today force you to manually overprovision for availability. It not only requires IT staff time, but also additional capacity.
    - o **HC3** has automated capacity management, which automatically allocates resources, drastically reducing the time to provision and configure resources.