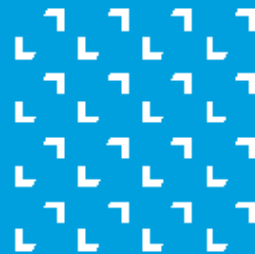# Marketing Message and Sales Playbook

Words you can use to communicate with your audience to convince them to do business and thrive with us.

Introduction

Thanks for joining Entando's Partner Program. This goal of this document is to :

1. Make it easy for you to understand and communicate Entando's value proposition
2. Help generate new revenue for your company

These messages are intended to help you achieve your business objectives and gain new customers with emerging tech not offered by your competitors.

QUICKLINKS

Entando Overview (Entando in 25 words)

Entando enables fusion teams to better collaborate with business by composing low-code applications from modular components, accelerating development and recomposition, and ensuring overall business agility.

Alternative:

Entando is the leading Application Composition Platform aimed at building modular applications, accelerating development, lowering runtime costs, ensuring flexibility and overall business agility.

Elevator Pitch

Entando is an Application Composition Platform that enables fusion teams[1] to better collaborate with business users by composing or recomposing cloud-native applications from shareable, modular business components in a low code application builder, accelerating development, streamlining maintenance, lowering total lifecycle costs, and improving overall business agility.

Alternative that leads with benefits:

Entando is a platform that accelerates development, streamlines maintenance, lowers lifecycle costs and improves business agility by empowering fusion teams to compose or recompose cloud-native applications from shareable, modular business components in a low code application builder. Gartner calls this an Application Composition Platform.

A simple way to remember:

What: Entando is an Application Composition Platform

For Who: that enables fusion teams to better collaborate with business users

How: by composing or recomposing cloud-native applications from shareable, modular business components in a low-code application builder

Why: accelerating development, streamlining maintenance, lowering total lifecycle costs and improving overall business agility.

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1 . A *fusion team* is a multi-disciplinary team of developers, users, and business leaders that use their specific disciplines and expertise to help build a product that aligns to one common goal

Boilerplate

Entando is an **Application Composition Platform** that enables IT teams to better collaborate with business users by composing or recomposing cloud-native applications from shareable, modular business components in a low-code application builder, accelerating development, streamlining maintenance, lowering total lifecycle costs and improving overall business agility.

The platform is based on trusted open technologies to provide a cohesive and streamlined developer environment for the low-code creation of modular business components, a library to share and discover components, and a low-code environment to enable fusion teams to assemble business components into applications collaboratively. Teams can leverage multiple popular runtimes, frameworks, architectures, and best-of-breed enterprise software within the same low-code application builder, allowing greater flexibility while improving business agility and resilience.

Entando is available in open source with available enterprise support and services. Begin developing on the platform today, or get a quote to see how our team can help your enterprise build better apps, sites, and portals – faster.

Business Overview

How did Entando get its start?

Entando Inc is an open-source software company providing the leading application composition platform for building composable apps on Kubernetes.

Entando was founded in 2015 in response to a growing demand to accelerate application development and improve corporate competitiveness. Focused on helping companies fully modularise their applications and aligning frontend and backend code updates, Entando helps simplify application lifecycle management by automating and accelerating responsiveness to security vulnerabilities, bug fix demands, and requests for enhancements.

Entando's platform is open-source with available Enterprise support, professional service packages, training, and consulting services. Entando supports customers with an ecosystem of partners who bring industry expertise and local delivery capabilities to address customers' most common needs.

What does Entando mean?

One sunny day, Entando's founders took a hike to see the wild horses of Giara di Gesturi in Sardinia. And as they hiked, they discussed the trends in enterprise software such as Linux containers, Kubernetes, and the need to simplify how modular front-end architectures are built. During that hike, they were determined to make **"what's next."** Entando can be translated from the Sardinian root to mean what's next. Entando is now a worldwide team focused on reducing enterprise applications' complexity and runtime costs.

Who is Monty?

Monty Palmer serves as a spokesperson here at Entando. He's a descendant of the Sardinian Mont'e Prama--ancient heroes that the Nuragic people immortalized.

Unique Selling Proposition

"Empowering Enterprises to Develop Applications at the *SPEED* of Business"

Entando makes companies more competitive, more agile and more resilient to change by empowering their technology teams to deliver business solutions at the speed of business.

How:

1.) **Shared Business Components:** With Entando, companies can create and access their own libraries of pre-built business components that can be easily composed or recomposed to build new applications quickly, reducing development time and enabling businesses to respond more rapidly to changing market demands.
2.) **Best-of-Breed Software**: Entando allows organizations to assemble their preferred enterprise software components into a unified low-code application , giving them the flexibility to choose the technology stack that best suits their requirements.
3.) **Central Repository**: Entando enables enterprises to modernize existing legacy applications with or without API interfacesby creating a central repository for business components assembled from new modular components. This approach reduces the time and cost associated with application modernization while providing greater flexibility and control over the development process.

Unique Value Proposition

1.) Entando accelerates time to production, lowers runtime costs, and streamlines security and maintenance updates.

2.) It is designed for enterprises currently on, or moving, to Kubernetes that are modernizing applications to an API-first/microservices architecture and are looking to leverage a fully modular architecture.

3.) It allows developers to build fully modular applications integrating existing applications with or without APIs with new modular application code using their existing tools, languages, frameworks, and choice of middleware, Kubernetes, or cloud providers.

4.) With Entando, applications can be assembled within a low code editor from a set of pro code (human-readable) components or application modules. These modules can be reused across multiple applications

Use Cases

Entando is an open-source Application Composition Platform designed to help organizations modernize their applications and build new cloud-native applications.

The best fitting scenario per Entando today are:

Leveraging API or MACH Applications investment (Advised by Entando)

Entando enables organizations to modernize their systems by creating user-friendly applications that overlay existing MACH (Microfrontend, Api, Cloud, Headless) Systems.. By leveraging Entando's capabilities, businesses can optimize their current technology, and integrate new advancements. This empowers IT teams to deliver enhanced user experiences while leveraging their existing investments.

Customer-Focused Applications

Entando empowers businesses to build customer-facing applications that provide personalized experiences. By leveraging Entando's capabilities, organizations can create cloud-native portals that adapt to each customer's unique needs. These applications ensure secure access, assign role-based permissions, and dynamically allocate resources, resulting in scalable and robust solutions.

Composable Dashboards

Entando offers a range of features to create modern and customizable dashboards. These dashboards can be tailored to meet the specific requirements of individuals and organizations. With Entando, businesses can build visually appealing and functional dashboards that provide valuable insights, enabling better decision-making.

Transforming Outdated Systems

Entando helps organizations update and modernize their existing applications. It allows IT teams to revamp outdated systems by creating user-friendly and intuitive applications that work seamlessly with the organization's current infrastructure. This modernization process improves efficiency, optimizes technology, and integrates new advancements without disrupting operations.

Image And Reputation

Customers in Italy:

- Ministry of Justice (>2M euro)
- Italian Army (>4M euro)
- Poste Italiane (>3.5M euro PS contracts)
- Octotelematics
- Cassa Depositi e Prestiti (Italian State Investment Fund) (>2M euro)
- Ministry of Labour
- Garanzia Etica

Customers in NA:

- Elevance (formerly Anthem)
- Red Hat (OEM)

Technology:

- Technology shift to cloud-native apps, Kubernetes, modularity
- Application modernization and rewriting/refactoring of applications
- Use of microservices and micro frontends
- Low code composition
- Accelerating app development and reconfiguration time
- Lowering overall costs for cloud runtime
- Streamlining application lifecycle maintenance

Product Background

Why are we playing the game of ACP?

During the Gartner IT Symposium/Xpo 2021 EMEA, the firm's analysts presented the top strategic technology trends organizations need to explore in 2022.

Gartner affirms that these strategic technology trends have significant disruptive potential and set the stage for innovation over the next five years. Two of these are exciting and core focus for Entando: **Cloud-native platforms** and **Composable applications.**

To truly deliver digital capabilities anywhere and everywhere, enterprises must turn away from the familiar "lift and shift" migrations toward cloud-native platforms. CNPs use the core capabilities of cloud computing to provide scalable and elastic IT-related capabilities "as-a-service" to technology creators using internet technologies, delivering faster time to value and reduced costs.

For this reason, Gartner predicts that cloud-native platforms will serve as the foundation for more than 95% of new digital initiatives by 2025, up from less than 40% in 2021.

In the continuously changing business context, demand for business adaptability directs organizations toward technology architecture that supports fast, safe, and efficient application change. Gartner predicts that **composable application architecture empowers such adaptability, and those that have adopted a composable approach will outpace the competition by 80% in the speed of new feature implementation.**

Being a composable enterprise means creating an organization made from interchangeable building blocks. The modular setup enables a business to rearrange and reorient as needed depending on external (or internal) factors like a shift in customer values or sudden change in supply chain or materials.

A **composable enterprise** takes a modular approach to business, where outcomes are delivered using pre-existing **building blocks** called **packaged business capabilities (PBCs)**.

The idea of composable business operates on four basic principles:

- more **speed** through discovery;
- greater **agility** through modularity;
- better leadership through **orchestration**;
- **resilience** through autonomy.

The three building blocks of composable business are:

- **Composable thinking** keeps you from losing your creativity. Anything is composable. Combining the principles of modularity, autonomy, orchestration, and discovery with composable thinking should guide your approach to conceptualizing what to compose and when.
- **Composable business** architecture ensures that your organization is built to be flexible and resilient. It's about structure and purpose. These are structural capabilities — giving you mechanisms to architect your business.
- **Composable technologies** are the tools for today and tomorrow. They are the pieces and parts and what connects them all. **The four principles are product design goals driving the features of technology that support the notions of composability.**

Entando plays a role in the composable technologies building block. Using Entando, the organizations can create, curate, compose and consume applications, build the Composable Business, and support composable thinking.

What is an Application Composition Platform

Application Composition Platforms (ACP) refer to a new modern set of technologies that supports the entire lifecycle of a composable application built on reusable Business Capabilities (Bundle).

According to Gartner an Application Composition Platform (ACP) is any development platform that supports:

(1) a prepopulated catalog of composable, packaged, software components;

(2) creation and cataloging of new packaged software components through custom development and importing existing assets;

(3) democratized development and deployment of applications, assembled in part from the cataloged packaged components;

(4) governance of the life cycle of the cataloged packages and the resulting composed applications.

What are PBCs?

PBCs are crucial to building composable applications. It represents a fully functional component with user experience, underlying business logic, APIs, and configuration integrated into a single package. For example, if you were building an order management mobile application, imagine simply assembling the application with PBCs (Order, Inventory, Customer). In doing so, you are curating a user experience journey and providing all the necessary logic to put together a fully functional app.

The benefits of PBC are many, i.e., you can map them directly to a business service. Curators or skilled programmers can build applications by assembling PBCs using visual consumption mechanisms. PBCs can also curate end-user experiences bringing a consistent look and feel across the application. In many cases, application teams can also use PBCs to build platforms and offer capabilities to Business Users or customers efficiently.

What's about the Micro frontend, Micro app, and micro journey?

New application experiences can be easily stitched together using existing PBCs in a plug-n-play fashion. Thankfully, there has been a significant advancement in UI technology and frameworks in recent years. Unlike monolithic UIs, modern-day interfaces are task-specific single-purpose apps that are contextual. These single-purpose apps, also called micro apps, can be easily assembled into fully functional apps with micro front-end technology.

Every stack layer can be composed and assembled from a backend data source to a front-end user purpose-built application experience.

Competitive Differentiators

Emerging Dominant Technology:

Gartner predicts:

- The future of Enterprise **application development will be as composable applications** and
- "By 2026 integrated **application composition platform** products will emerge and dominate at least 65% of new LOB application initiatives."

 See Gartner predictions [document [link]](#).

Market Position:

Entando is:

- One of the first Application Composition Platforms (ACP's) in the market
- Leading the industry in this new category
- One of only six sample vendors cited in the **Gartner® Hype Cycle™ for Cloud Platform Services, 2022** for the **ACP market**.
  - See Gartner references [document [link]](#).
  - Watch: https://www.youtube.com/watch?v=o57bMD4J4G0
- Cloud Native/Kubernetes Native
- ACP with both *pro and low code capabilities*
- The only *Open Source* Platform

Sales Success Scenarios

Who is the Ideal Customer?

Sales success starts with identifying the Ideal Customer. Ideal customers will have *some* of the following characteristics.

Ideal Customer Profile :

Tech Profile:

- **Technologies**:
    - Kubernetes (OpenShift highest priority, also Suse Rancher, VMware Tanzu, Docker, Amazon EKS or Google GKS, MS Azure)
    - Java, Javascript, Red Hat Middleware,JHipster
- **Modernizing Applications in the Cloud**
    - Microservices, Micro Frontends
    - API First architecture
    - Cloud-native, Modular architecture
- **Has Implemented a DevOps Strategy**
- **Struggling to build apps on K8s or to gain developer adoption of K8s**

Priorities:

- **Break down the frontend monolith and form more agile processes**
    - With Entando's microservice and micro frontend architecture, you can break down the frontend monolith, giving you end-to-end modularity within your application.
- **Enable more agile (re)development and (re)factoring**
- **Shifting Security Left.**
    - Using Entando, an organization ensures proactive identification and mitigation of vulnerabilities, protecting sensitive data and enhancing overall application security.
- **Share capabilities across the organization**
    - With the Entando Hub, enterprises and SI's can easily share capabilities across teams and projects.
- **Standardize UX and development processes**
    - By creating components from JHipster blueprints via the Entando Component Generator and sharing them across projects, you can standardize both the end-user experience and the development process that built it.
- **Develop Cloud-native apps on Kubernetes**
    - Entando provides a set of components and services that simplify applications' design, development, and lifecycle management.

Goals
- Accelerate Composition and Recomposition
- Increase flexibility
- Streamline Lifecycle

Sales Plays

Application-Centric Sales Play

Microservices, API, Cloud, Headless redefine how applications are built, packaged, delivered, and reconfigured. In recent years, trends like multi-cloud, infrastructure-as-code, and configurable multi-channel user experiences have forced application teams to think about flexibility, configurability, and composability across the entire application stack. With the advancement in development technologies, it is not surprising that the entire application fabric can be managed using composable software components.

When selling to the business or dev for a specific project, Entando should be sold for the benefits to the developer/maintenance/"funding source" for that one project. Modular arch (microservices, micro frontends), simplifying dev on K8S, application templates (if avail) are key benefits for these "application sales."

Customers with **Terraform**, **API Flow**, **ApiGee**, **CMS headless**, **Strapi, TIBCO**, **RPA, Salesforce, Contentful,** are good prospects for Entando.

Customers that adopt **Agile development** are good prospects for Entando.

Value-Centric Sales Play

Composable enterprises can go faster to market, quickly align with rapid business changes, and enable more significant innovation. CEOs that focus enterprise strategy on Digital transformation need a Time-to-market and/or a Time-to-value in line with the goals, and they need to reduce the risks and make tangible changes.

Break down the frontend monolith and form more agile processes. With Entando's microservice and micro frontend architecture, you are able to break down the frontend monolith, giving you end-to-end modularity within your application.

Share code across the organization. With the Entando Hub, enterprises and SI's can easily share code across teams and projects.

Standardize UX and development processes. By creating components from JHipster blueprints via the Entando Component Generator and sharing them across projects, you're able to standardize both the end user experience and the development process that built it.

Develop Kubernetes-native apps. Entando provides a set of components and services that simplify the design, development, and lifecycle management of applications running in containers on Kubernetes.

Kubernetes-Centric Sales Play

K8s customers represent an accelerator to leverage the pipeline and move quickly in the sales cycle. Entando simplifies dev on K8s allows modularisation of the frontend/backend. Entando is partnering with some of these technology players, and the partner ecosystem can work with him to create a win-win-win sales situation.

When selling to the IT organization and not attached to a single project, Entando can be sold as core infrastructure that provides benefits across multiple apps. Standardization, cost reduction, and code-reuse are key benefits to position for these "infrastructure sales."

Customers with K8s: **OpenShift**, **VMWare Tanzu**, **Google Kubernetes** are good prospects for Entando

Kubernetes leader with Redhat OpenShift. Entando is available in OpenShift Operator Hub, working with Red Hat sales teams and partners on joint sales plays. More companies that adopt Openshift can use Entando to deploy a modular application on Kubernetes.

The development leader with VMWare and Spring Boot established a relationship with the VMWare country manager. The certified partnership is coming soon.

Target Personas

Entando has several personas or user roles that interact with the platform. These personas represent different stakeholders involved in the buying process of the Entando platform.

In the buying process of the Entando platform, the following personas are primarily involved:

Technology Leaders: These individuals, such as CTOs or IT Managers, are instrumental in bringing the power of Entando into their organizations.

As strategic decision-makers, technology leaders manage the budgets for technological investments, including adopting platforms like Entando. They are essentially the buyer personas, making critical decisions on technology procurement.

Architects: Architects on the Entando platform design application architectures, ensuring scalability, maintainability, and alignment with business objectives. They define structure, components, and integration points, influencing technology leaders and developers to adhere to best practices and create successful applications.

Business Users: Business users are non-technical influencers who utilize the Entando platform to customize and manage applications. They leverage the visual interface and low-code capabilities of Entando to customize user interfaces, manage content, and configure application behavior without extensive programming knowledge. Business users are crucial in tailoring applications to meet specific business requirements.

By the way, business users can certainly be considered as buyer personas for the Entando Marketplace Solutions. Business users, such as product managers, marketing managers, or business executives, can be interested in leveraging the solutions on the Entando Marketplace to address specific business needs and requirements.

During the buying process, different personas collaborate to make sure that the Entando platform satisfies the organization's technical and business requirements. Technology leaders lead the evaluation and selection process, assisted by architects who evaluate the platform's compatibility with the current technology landscape. Also, business users offer valuable insights to ensure that the selected platform aligns with their specific needs and goals.

Title Categories: Architect titles, Head of IT/IT Management titles, CIO/CTO/IT Director Titles, Cloud Titles, Software Dev./Engineering titles, Application Titles,

Common Technical Titles: Enterprise Architect, CIO, CTO, IT Director, Application Architect, API Developers, IT/Dev. Ops Lead, Sr. It Decision Makers.

Common Non-Technical Titles: Business Unit leaders and the Project Dev. Team leads that hold the budget are the ideal titles in this category.

Non-Technical Business Leader Titles: (For Entando Hub Solutions)

Variations on the Common Titles:

IT Director, Head of IT & IT Cost Manager

Head of: Enterprise Architecture, Architecture & Data Governance, Architecture & Innovation, Architecture & Cloud, Company Systems, Data, Digital Platforms, Infrastructure, Solutions, Software Engineering, Software Development

Enterprise Solutions Architect, Senior Application Architect, Senior Software Developer, Software Engineering, R&D Director

Other Good Prospect Characteristics:

- Identification of enterprises and people with a budget, authority, and timeline (BANT)Lead fits an early adopter persona.
- Willing to look at composable apps (as defined by Gartner) for building net new or modernizing applications.

Common Customer Pain Points

Customers are moving applications to the cloud. The reason for each:

A. **Move to Cloud:** First, this reduces the overall cost for enterprises to maintain a data center. But second, and more importantly, this greatly reduces the time required to set up an environment for both development and production.

B. **Move to Microservices:** Enterprise developers are breaking up the "business logic layer" of applications (the code that is not part of the User Interface), into microservices. This break up into modules:

  a. simplified the development of teams for each module, with teams built each with the specific skills required for the microservices,

  b. allowed teams to more rapidly release updates because each team could release separately, and,

  c. allowed teams to use the tools, or languages best suited to the microservice or team, rather than forcing all teams to use the same and reducing the efficiency or capabilities of everyone.

  d. simplifies and accelerates the time to reconfigure applications

C. **Move to Fully Modular:** "Composable Applications": Enterprises who have moved to Kubernetes, Microservices, and the Cloud, are still having difficulty with resilience, code reuse, and the separation of the business from the IT department. Composable apps allow enterprises to rapidly realign businesses and the applications needed to support them, by allowing apps to be recomposed from packaged business capabilities PBCs, (components). They also allow those PBCs to be reused across applications, lowering the cost and complexity of building new apps, and allow the business to assemble applications in a low code environment, or a better ability to work with IT on what features to add, and when.

D. **Move to Kubernetes:** Enterprises that have moved to the cloud and microservices are now adopting Kubernetes. This allows the IT Operations functions to be automated, e.g., the steps required to take a newly developed piece of code, get it into production, add patches, or scale up applications to handle higher workloads or recover applications from failures. Automating these tasks greatly reduces the risk for changes, accelerates the production time once development is complete, and enables a much more resilient infrastructure.

E. **Build and experience Overlay on existing (Legacy/API) applications:** Many corporations have extensive investments in existing platforms, but they need better user interfaces, or which lack additional features required for the business. However, modernizing these

existing platforms can have enormous risks and require very long development times. Entando allows an enterprise to build a new User Interface layer on top of an existing legacy platform, with low cost, low risk, and fast. It also thus enables the separation of Frontend (user interface) from the backend software. This is called the STRANGLER FIG PATTERN which is highly desired.   This allows an enterprise to slowly replace the backend step-by-step, lowering risk, without disrupting users accessing the new user interface layer and providing in a short term value and innovation to the users.

Common Objections

Customers who chose to build their own ACP platform, or "Do it Yourself":

- **Objection**: My company is already building applications as microservices and micro frontends and as a set of modules. We are already building composable apps and have designed a method to "assemble" those modules into apps.

- **Response**:
  - They probably assembled each app differently each time. This creates risks to the long-term maintenance of those apps and does not provide a standard, supported method for all their app development.

  - Show them features such as the low code app builder, the Entando Marketplace (hub.entando.com), the roadmap, and a set of PBCs available OOTB.

  - Also show them additional platform features such as the integration with user management.

  - Entando provides a standard platform for end-to-end solution security, monitoring, management, and administration of composed applications, which would need to be built and maintained by a customer who has a "do it yourself" platform.

If a company is already using an MFE "FRAMEWORK"

- **Objection**: Our user interface is built with a JavaScript Framework. That provides many templates and tools to accelerate the development of an app. It even supports the development of apps, such as micro frontends into applications. I don't see the need for the Entando platform.

- **Response**:
  Frameworks and platforms are drastically different. A framework only provides specific tools for a developer. They do not:
  - Allow a team to coordinate together, where a central location is used to assemble the final product

  - Are not low code. Entando allows the teams to develop each component as pro code but then allows COMPOSERS to build apps using a low code interface.

  - Include *Platform* features, such as Identity Mgmt, Runtime, Web Content Mgmt, Workflow, Forms Mgmt, Data Management, and other integrations.

- - Leverage a Hub to discover, use and reuse pre-built components, Enando provides a hub where COMPOSERS can find and use components across multiple applications. A framework is only for a single developer.
- To summarize, Entando provides a standard platform for end-to-end solution security, monitoring, management, and administration of composed applications, which would need to be built and maintained by a customer who leverages an MFE framework for composable applications.

Customers who believe Entando is a small company:

- **Objection**: We don't buy software from small companies or we cannot buy from a company, not on an approved vendor list.

- **Response**:

  - Entando is also already implemented in some of the most secure, most complex, most mission-critical applications worldwide, including military branches. .

  - Because of their large open-source community and SI partner network, Entando has more resources and synergies than many "large" software companies. Their SI partner network is very large and rapidly growing. Entando represents the fastest-innovating composability platform in the industry. They are also aligned with several major software vendors such as Google, Red Hat, VMWare, SUSE, AWS, and Microsoft.

Customers do not understand what Composable Applications are or how they are a benefit:

- **Objection**: We are fine building applications as microservices and monolithic user interfaces and running them on virtual machines.

- **Response**:

  - Composable Business and Composable Applications are predicted to be the major disrupter in the industry. Why? Because a Composable Business has modular architecture that can be easily, rapidly reconfigured, which allows the business to compete effectively in our rapidly changing business environment.

  - Gartner predicts that by 2023, companies that support composable businesses will outperform their competition by 80%. Entando can help companies adopt these new patterns with an Entando Lab (specific MVP built to learn best practices), or a 1 day Discovery Session.

  - Composable does not have to be a major migration, but can be implemented in steps, e.g., implementing micro portals, then expanding incrementally.

Engaging Prospective Customers

Agenda for First and Second Customer Meeting

Once a prospect is identified, Entando will want to meet ideally with both an IT Decision Maker (ITDM) and a Technical Leader (Enterprise Architect, Engineering Leader, etc.) for 30/ 45 minutes to provide an initial overview of Entando and explore if they can benefit from an ACP.

This first meeting aims to understand their main challenges and the value Entando can bring to them and to their company. If a good fit is identified, the next step is to schedule a second meeting

The second meeting is usually more interactive and ideally takes 60 min. The first 15 minutes is generally a review of key concepts from the first meeting, followed by the product demonstration focused on the needs discovered during the first meeting.

The goal for this meeting is to identify a compelling need and to clearly identify the path forward from MQL to SQL.

Demonstration tools are available here:
https://developer.entando.com/v7.1/tutorials/solution/install-standard-demo.html

Email QuickStart and Pitch

SALES EMAIL 1: Partnership Introduction

Hey [NAME],

We're about to announce a partnership with a company I think might interest you. They've been listed on a few Gartner Hype Cycles for multiple trends that Gartner believes will dominate in the near future: Composable Applications, Packaged Business Capabilities and Application Composition Platforms. Here's a few Gartner quotes:

- "By 2026 integrated application composition platform products will emerge and dominate at least 65% of new LOB application initiatives."

Entando is an open source platform that accelerates development, streamlines maintenance, lowers lifecycle costs and improves business agility by empowering fusion teams to compose or recompose cloud-native applications from shareable, modular business components in a low code application builder.

Their customers include some of the largest, best known companies as [NAMES]

Do you have time [DATE/TIME] for a quick overview?

SALES EMAIL 2: Kubernetes Adoption / Pro-code platform

Hey [NAME]

I found a vendor that might help you get some time and budget back.

Companies adopting K8S often find deployment and developer adoption are slower than they hoped. Entando is an open-source, full runtime platform that accelerates getting loads onto K8S. They give organizations a platform to simply and efficiently build, share and assemble components into apps, and to run these "composed" applications on Kubernetes.

A few Gartner quotes about these emerging technologies:

- "By 2026 integrated application composition platform products will emerge and dominate at least 65% of new LOB application initiatives."

They clearly believe these platforms will transform the industry. The claims are they accelerate K8S app dev by 80%, lower runtime costs up to 70%, and streamline life cycle maintenance, which all lead to saving money.

Sounds too good to be true but their customers are actually seeing the benefits. I think it's worth a quick discussion and demo.

When's a good time next week?

SALES EMAIL 3: Application modernization

Hi [NAME]

Do you have a significant investment in your existing (Legacy/API) platform but struggle to offer users the experience and services they want, or struggle with security issues, as your platform ages? Replacing a existing platform is often risky and very time consuming.

Entando has a good solution for these exiting systems problems. It lets you keep your existing platform while upgrading your features, security and user experience quickly, with low risk and low cost. It also lays a foundation for future success, separating UX code from your legacy BPM so you can replace it at your pace.

They've done it multiple times in some of the most complex IT environments in the world. For example, one military customer didn't want to jeopardize their $25M Tibco investment but needed to revive their old UX layer. Entando allowed them to create an "Experience Overlay" on top of their BPM, achieving their goals faster, cheaper, and with lower risk, ultimately separating the frontend and backend for easier updates.

Can we grab some time next week for a discussion or demo?

SALES EMAIL 4: Application Governance / Quality control for K8S

[NAME]

Many companies today are focused on regulatory standardization and governance, but I wanted to flag a new platform that we've started working with. Entando is a platform that gives customers Code Hubs that provide a single point of governance while enabling "application composition" that accelerates app dev on Kubernetes.

Developers aren't known for loving standards and governance.

How are you going to establish and enforce governance standards with your various teams?

I know it sounds like a lot, but they pull the code together in a reusable Hub in a way we've not seen before. Would love to give a quick demo next week and see if there's a fit.

Cheers

Cold call pitch example

Pitch one

Hi **NAME**

It's **YOUR NAME** from Entando.

I'm calling because I saw on Linkedin that you are the **TITLE** for **COMPANY**, right?

Great, thanks.

May I take a minute to share why organizations like Gartner are suggesting that by 2026 application composition platforms will dominate the future of application development for large companies?

For context, Entando is the leading open source application composition platform and has been named on several Gartner Hype Cycles.

Entando's platform offers 4 main benefits:

It accelerates development, streamlines maintenance, lowers lifecycle costs and makes businesses more competitive and more resilient.

Here's how:

It empowers cross functional business teams to *compose or recompose*

- cloud-native applications
- from shareable, modular business components
- in a low code application builder,
- with the freedom to fully customize their solutions.

Do you have such a platform?

1. Would your **CEO** say your technology empowers the company to compete and adapt as fast as he or she wants in today's rapidly changing business environment?
2. Would your **CIO** say your technology teams deliver solutions as fast and as cost effectively as he or she wants?
3. And on a scale of 1 to 10, with 1 being "very unsatisfied" and 10 being "very satisfied", how satisfied are **you** with COMPANY's application modernization efforts?
4. And are you already using modular applications or kubernetes?

People in similar positions to you tell us they are struggling with (only discuss the script in parenthesis if needed):

- Complexity and scalability:
  (Large companies often have a wide range of digital applications and systems that need to be integrated and managed, which can be complex and time-consuming. This can make it difficult for companies to scale their digital operations and adapt quickly to changing business needs).

- Managing legacy systems: (Many large companies have legacy systems that are no longer supported or maintained, which can create challenges in terms of data integration, security, and compliance. This can make it difficult for companies to modernize their digital systems and stay competitive).

- Lack of flexibility and agility:
  (Large companies often have rigid, siloed IT environments that can make it difficult to adapt to new technologies and business requirements. This can make it challenging for companies to develop and deploy new digital applications and services quickly and efficiently).

- Standardization and Governance:
  (Some companies have built frameworks or other "DIY" tools to try to achieve modularity and reuse with very individual, non-standardized processes (not easily used by everyone).

Do you face any of these same challenges?

[…] Yes: Then I assume you're open to finding an approach that allows you to develop modular applications and reuse as much code as possible?

[…] Yes: OK, then let's schedule a 30 minute call to

learn more about your environment and objectives and

Give you an overview of Entando's platform

After that, we can decide together if a technical demo makes sense.

How about […day-time….]? Can you confirm your email and phone number?

You will receive an email invitation shortly. Will you please accept that right away so I know you received it?

The email will include my contact information. Please feel free to reach out with any questions or requests.

It's been a pleasure talking with you. Thanks for your time and have a nice day.

<u>If they have already built something in house:</u>

For companies like yours that have built a process in house, Entando can be an accelerator especially by addressing the problems of long-term maintenance of these apps, as well as governance and security.

In addition to this, Entando allows the use of other components such as :

- A Low Code App Builder that helps those with little programming experience to develop software.
- The Entando Hub, which allows teams to share components.

Entando's platform enables integration between development and operations teams, facilitating the modernization of applications in the cloud. By providing a modular approach to app development and reconfiguration, Entando allows businesses to build and deploy new features more quickly and easily, while minimizing the risk of errors and downtime. This approach enables faster time-to-market and greater agility, while reducing the total cost of ownership.

Pitch two

Good morning, Dr. xxxxxxxx,

I am xxxxxxxx, the business developer for Entando in……..

May I take just a minute of your time? I'm reaching out because I have viewed your LinkedIn profile and see that there is a mutual opportunity. You are the <<Role>> for <<Company>>, correct? (In case you're wondering, I found your profile on LinkedIn and used Lusha.)

Excellent, I was looking for you specifically. Are you already familiar with Entando? [....]

Perfect, let me explain in less than a minute the reason for my call and why we would like to invite you to an introductory meeting.

To be more efficient, I just wanted to understand from you if you have an internal team that develops custom applications or if it's generally a topic you manage?

No, we rely on external partners for everything.

Great. We have a network of System Integrators (SIs) who use Entando to develop applications for their clients. Could you provide me with the names of some SIs you are currently working with? Thank you.

Yes, perfect. Are you already inclined towards modular architectures, such as microservices?

Yes, perfect. Entando fits within Microservices architectures to extend modularity even to the front-end with micro-frontends.

No. Well, we have an innovation space together because we can support you in developing this type of application.

Do you use Kubernetes? If yes, which flavor? RedHat OpenShift, Suse Rancher, Google Kubernetes Engine, Azure Kubernetes Engine, Amazon EKS.

Entando uses Kubernetes and accelerates its DevOps processes.

No. Are you interested in adopting it?

Yes, great, because Entando allows you to accelerate and simplify the adoption process of K8s.

No. Well, because we also offer, together with our partners, a managed Entando where we take care of the complexity of K8s.

Please have a quick look.

Entando is a platform through which we are helping companies develop modular cloud-native applications with reusable components that simplify the development process, while also providing the freedom to fully customize your solutions.

The characteristics of an application developed with Entando, besides being obviously cloud-native and using Kubernetes as the engine, are also modular, with reusable components across multiple applications.

We do this within a paradigm called Composable Applications.

Have you heard about it?

Yes, great. Today, Entando is recognized by Gartner as a sample vendor in the Application Composition Platform market.

No. Well, it's one of the top technology trends that Gartner has identified for 2022, which can certainly be of interest to you.

It allows you to assist you in achieving the goal of building cloud-native applications more industrially and quickly. It could be an excellent way to start a modernization journey for your applications.

For this reason, our clients are currently using the platform to:

- Develop new applications or modernize existing applications
- Implement portals and micro-portals with significant integration with enterprise systems
- Introduce innovative tools for data and analytics dashboards.

Are these use cases you are working on?

I would like you to meet my colleagues who can certainly explain the solution to you, briefly describing its benefits and potentially providing a demonstration of how we operate, in a short 45-minute meeting.

Would [day-time] work for you?

-Can you confirm your email and phone number?

You will soon receive an email with the invitation that you will need to accept, and you will also find my contact information. Feel free to contact me for any further information.

It has been a pleasure speaking with you.

Have a great day.