



# Value Realization Report

# Executive Summary

## About Nasuni

Nasuni Corporation is a SaaS company that helps organizations transition from on-premises file servers and network attached storage to the cloud. With a first-of-its-kind cloud-native design, Nasuni's file data services software is changing the industry. As an effective way to modernize storage infrastructure, Nasuni gives enterprise customers the opportunity to efficiently scale file data storage, backup, multi-site file sharing, and ransomware protection for greater productivity. Nasuni likes to say they "make files available anywhere, and protect them from anything." The globally accessible Nasuni File Data Platform has resulted in rapid growth, with the company serving 13,000+ customer locations and having 27+ billion files under management at the time of this case study.

For more information, visit: [www.nasuni.com](http://www.nasuni.com).



**Industry:** Enterprise SaaS  
**Software Sector:** File Data Services  
**Location:** Boston, MA USA  
**Number of Employees:** 440  
**New Customer Growth:**  
55% year to date over prior year in first full year with Value Execution

## Economic Impact:



**1123**

BVAs generated since implementation

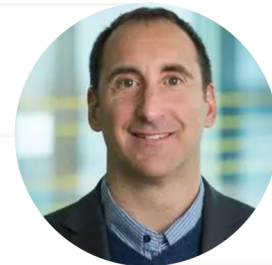


Annual Renewal Rates

**99%**

## Sales Challenges

Nasuni operates in a complex environment. While they have a market-disrupting platform, winning the sale requires extensive education. Tom Rose, VP of Technical Marketing and Sales Enablement, explains, "Our solution is not a direct one-for-one replacement with any single technology an IT organization currently has. We replace multiple products and technologies. We have to take time to educate buyers on what's being replaced and the added benefits our platform provides."



Value Execution has expertise in training and enablement. They work hard to make sure our sales team learns how to incorporate and position value into every opportunity and leverage the assets that are automatically generated by Value Execution.



**Tom Rose**  
Vice President of Technical Marketing & Sales Enablement

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It's not just file storage that Nasuni supplants, it is a top to bottom rethinking of how employees and IT professionals work with, protect, and manage files. The leap from legacy storage solutions to the cloud impacts how IT administers file sharing, backups, safeguards against ransomware, remote/hybrid worker collaboration, and more.

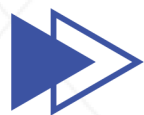
Another sales challenge is that Nasuni uses object storage from its cloud partners Azure and AWS as its "back-end," yet both cloud vendors offer their own solutions that are sometimes seen as competition with Nasuni.

While the AWS and Azure solutions cannot match Nasuni's capabilities, prospects often assume they cost less, when in fact Nasuni, even combined with Azure or AWS object storage, is the more cost-effective option.

Nasuni needed to present clear, understandable cost-benefit analyses for prospects, but with the company's rapid growth, it was becoming a challenge to provide these calculations for every opportunity. If customers were left to make the cost comparisons themselves, the step would be skipped, since IT professionals are busier than ever. If sales reps tried to build them on their own, the results were inaccurate or an underrepresentation of Nasuni's advantages. The company realized that it needed to lead with a comprehensive value analysis highlighting the hard cost savings, IT efficiencies, and user productivity benefits that the Nasuni platform can deliver.

"We were relying on a small team of value engineers and Excel experts to create customized spreadsheets for every opportunity. This approach was time-consuming and required tremendous effort. Additionally, it was difficult to build consistent, standardized presentations for prospects."

**Tom Rose**  
Vice President of Technical Marketing & Sales Enablement



## 3 WAYS

Customer Value Management Drove Results

Nasuni wanted to use value to differentiate its offering and scale its manual value-selling strategy. They partnered with Xfactor.io to:

1



**Expand Their Value Reach**

2



**Create Accurate, Timely Cost Benefits Analysis**

3



**Build Defensible, Quantified Competitive Positioning**

# Key Benefit 1 - Expanded Value Reach

## Making Every Conversation More Substantive

During its first year with Value Execution, Nasuni focused on operationalizing its value proposition and standardizing value as a methodology for all deals. By working with Xfactor.io, they built out competitive value proposition models for all situations and alternatives for prospects. This included creating comparison models against Nasuni's competitors.

To ensure its team had a deep knowledge of Value Execution and could rely on it to generate models, Nasuni scheduled ongoing training for all field sellers and solution architects. Tom Rose and other executives together shared the importance of attaching value propositions to every opportunity. Field sellers, even those who had 15+ years of experience, were grateful for Value Execution. They were invested because of its immediate benefits—not just for themselves, but ultimately for their customers.

With hard numbers at their disposal, Nasuni sellers could sell better and more confidently. As a result, the team wanted to learn as much as they could about Value Execution and how best to leverage it to drive deals.



### Nasuni Customers are saying:

"I wish all my vendors had a tool like this because it makes my life a lot easier."



### Nasuni Sales Reps are saying:

"I wish they had this tool in my previous roles, it would have made a huge difference."

“ Building the value prop models, scenarios, and assets took the most time, but we were coached by our Xfactor.io implementation team throughout the process. I can't say enough about how accommodating they were and how smooth the process went. ”

**Tom Rose**

Vice President of Technical Marketing & Sales Enablement



# Key Benefit 2 - Accurate, Timely Cost Benefit Analysis

## Increased Sales Team Productivity

Nasuni recognized that it needed valid value propositions to forecast opportunities accurately and to be in a better position to close deals. Being able to generate value reports in advance of every meeting has made an impact.

Nasuni leveraged Value Execution to educate its prospects on the cost benefits of modernizing file infrastructure with Nasuni and cloud object storage. With Value Execution, they are able to bring value into the conversation much earlier and show that adopting Nasuni offers both hard cost savings and quantifiable benefits in IT efficiency, user productivity, and ransomware risk reduction.

Nasuni created an automatically-generated asset that is a “show your work” sheet designed to give prospect champions a deep dive into calculations for greater confidence. Champions can reference this to understand how calculations and formulas were generated. This makes it easier for them to advocate for Nasuni with their executives. The summary documents are particularly important for up-selling and expanding services. As an annual SaaS subscription, it’s critical that champions can show and explain clear value metrics and benefits

## Value Realization Impact

Nasuni’s team is particularly happy about the automatically generated summary sheets that sales reps can leverage in presentations. It has been a powerful selling tool for them, giving prospects a better view of the value benefits.

“You’re saving me a ton of time. If you didn’t do this for me, I’d be spending hours in Excel spreadsheets.”

“ We were able to roll out Value Execution to our 150+ sales team in just three months. The integration with Salesforce was easy—our Sales Ops team was able to complete it with Xfactor.io’s guidance in a few weeks. Our sales reps live in Salesforce, so being able to connect to Value Execution and build value props right from the Opportunity record means there is no change to their daily routine. ”

**Tom Rose**

Vice President of Technical Marketing & Sales Enablement



# Key Benefit 3 - More Defensible and Quantifiable Competitive Positioning

## Illuminating Nasuni's Competitive Advantage


Having a clear picture of how you stack up against the competition gives vendors the power to sharpen their value proposition and better stand out. With robust, easy-to-produce business value documents at their disposal, Nasuni reps approach customers earlier, faster and with more comprehensive information.

Prospects often use these same value metrics to have value-informed conversations about the other solutions they are currently using or considering, and how Nasuni compares. Sales reps use this information to create robust competitive profiles, adjust value parameters to fit the needs of the customer, and explicitly address a prospect's concerns.

By leading with value, prospects will often share information about competitive pricing, which gives Nasuni the parameters they need to optimize their packaging. Overall, Value Execution facilitates invaluable competitive and pricing intelligence for Nasuni.

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### Value Execution Impact

- Faster sales cycles 
- More accurate forecasting
- Streamlined deal closing
- Record new names customers in last three fiscal quarters
- Record revenues



“Xfactor.io has transformed our entire sales process. By enabling our sales team to quickly create and lead with value propositions during, or even before a first call with a prospect, they can now communicate price in the context of what we displace.”

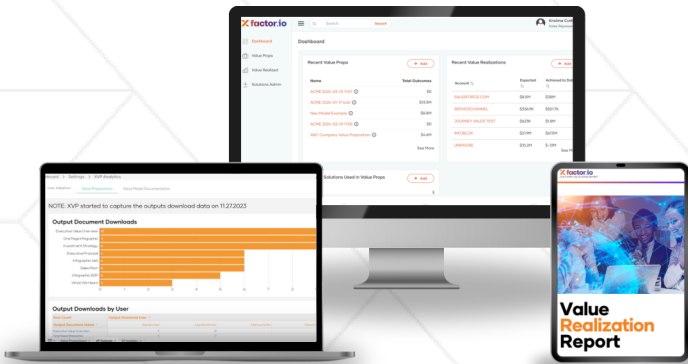
**Tom Rose**

Vice President of Technical Marketing & Sales Enablement

# The Impact of Value Execution

With Value Execution Nasuni has seen significant benefit in both upfront sales and renewal efforts.

- By using value models, Nasuni can better educate its prospects about both the value the solution can bring to their business and the cost of not implementing Nasuni's cloud-based approach.
- Sellers have the ability to clearly highlight the business impact of the Nasuni platform's key differentiators. By focusing on value, they effectively reduce sticker shock and fast-track the sales cycle.
- With value-selling integrated into each opportunity, Nasuni has succeeded in winning record numbers of new customers and achieved its highest sales volumes in the company's history.

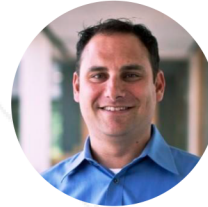


## What's Next:

### The Future of Nasuni & Xfactor.io

Nasuni is looking forward to leveraging Value Execution even earlier in the sales cycle. The company is currently working with the Smart Web Calculator to leverage value in lead generation efforts.

The calculator will be added to the company's website as a lead capture tool for top-of-funnel marketing. Customers can enter their data and get a quick snapshot of projected savings and benefits. Its intuitive interface and brandable display draw prospects into a more substantive exploration and drive deeper web engagement.



**Eric Soffin**

Vice President of Worldwide Sales

“ My Nasuni sales leadership team has been completely supportive of Xfactor.io. We require value propositions for qualified opportunities and use value prop completion status as an indicator of whether a deal can be forecasted to close for the quarter. We are able to report on Value Execution usage as a way to ensure best practices are being followed for every opportunity and there is rigor throughout the sales cycle. ”

## Key Takeaways

Nasuni saw an immediate impact when they deployed Value Execution and has successfully made business outcomes an integral part of its sales strategy. The company makes a concerted effort to track Value Execution usage within various teams and has encouraged company-wide buy-in through trainings and seminars.

Value Execution is deeply embedded into the company's sales and marketing frameworks. In fact, they rely on a library of Value Execution value decks that illustrate the impact Nasuni can deliver. And their efforts have certainly paid off—with bottom-line benefits that extend from their team to their customers.