NexusOne

We operate so you can innovate.

BATTLECARD

NEXUS COGNITIVE OVERVIEW

Nexus Cognitive specializes in helping organizations accelerate their data maturity journey through **NexusOne managed Cloudera-as-a-Service**. The platform takes a holistic approach to infrastructure by addressing cloud support, governance, managed infrastructure, and enterprise services under a unified control plane and security umbrella. **The NX1 Discovery Guide** provides a complete overview of the sales motion and go-to-market (GTM).

NexusOne Managed CLOUDERA as-a-Service

NexusOne (NX1)

NexusOne is the easy button for establishing an enterprise data lake, incorporating data mesh and fabric concepts to generate maximum value for your customers. NexusOne allows customers to focus on what matters most – innovations that provide better decision-making – by expertly managing their infrastructure and security.

NexusOne Components

1. NX1 Core

- Your turnkey enterprise data operations, including cloud infrastructure, CDP licenses, operations, and 24/7 maintenance and support, are all covered by one low monthly fee.

2. NX1 Data Flow

- Additional turnkey support for data ingestion through data pipelines and streaming sources, ensuring seamless data flow within the ecosystem.

3. NX1 Outcomes

- A suite of services supporting analytics, visualizations, AI/ML/LLM, and data-driven applications, empowering clients to derive valuable insights from their data.
- Provides an easy on-ramp for clients seeking to develop GenAI applications.

One Low Monthly Payment

Nexus offers customers the ability to outsource as little or as much as they want. Some customers only leverage NexusOne Core while managing data pipelines and advanced analytics in-house. Others entrust Nexus with their entire data infrastructure, including the core, data pipelines, applications, and IT management. Nexus welcomes any of these scenarios along with creative approaches to amortize all project costs, including implementation, into one low monthly payment.

WHY WORK WITH NEXUS

Cloudera is a clear choice for companies that need to manage true big-data workloads. Nexus understands the complexities and challenges of managing Cloudera operations. That's why we offer a comprehensive enterprise data platform designed to remove administrative burdens. We specialize in the operation, administration, and security of Cloudera, allowing clients to focus on what matters most – using your data to develop competitive advantages.

INTENDED AUDIENCE

NexusOne's intended audience spans a wide range of high-level IT decision-makers, including Senior IT executives, Chief Information Officers (CIOs), Chief Executive Officers (CEOs), and Chief Technology Officers (CTOs). The aim of this Battlecard and associated Discovery Guide is to equip Cloudera Sales Execs with the knowledge and tools needed to engage with these high-level decision-makers and effectively communicate the benefits of NexusOne.

ADVANTAGES FOR NEW ACCOUNTS

- NexusOne is ideal for clients seeking Cloudera's robust capabilities but who lack in-house technical resources.
- Faced with hiring full-time IT staff or choosing cost-effective outsourcing with NexusOne, many clients prefer the NX1 option.
- Nexus can expedite the onboarding process through our automated implementation models and industry templates.

ADVANTAGES FOR EXISTING ACCOUNTS

Increase Revenue

- Implementing NexusOne at existing accounts can help jump-start new use cases and CDP consumption.
- Nexus has industry experts who can help drive innovation and utilization.
- NexusOne is more than simply core infrastructure – outsourcing data pipelines, data-driven applications, AI/ML, and ModelOps to enhance CDP consumption.

Reduce Churn

- It can be challenging to keep up with dormant existing customers while pursuing active and new accounts.
- Once implemented, the NexusOne team is your full-time advocate at the account to pursue new consumption and increase customer satisfaction.
- Nexus conducts quarterly client checkpoints, providing infographics that highlight the value and recent success.
- NexusOne makes Cloudera more "sticky" by ensuring high utilization and client success.

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Answers at **scale.**

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ABOUT NEXUS COGNITIVE

We are pioneers in data and analytics, committed to maximizing the potential of your data. Our tech-driven managed service, NexusOne, blends advanced technology with industry expertise to deliver tailored solutions for enterprise data infrastructure. Our goal is to empower your business to leverage data at scale, converting intricate data sets into actionable insights that disrupt your industry and provide a competitive edge. Acting as your trusted advisor, we take care of the complexities of data management and governance, allowing you to focus on strategic decisions driving growth and innovation. Through automation, we streamline operations, optimize infrastructure, and modernize data infrastructure over three years old with the latest cloud and big data tech for enhanced efficiency. With on-demand global engineering expertise and strategic partnerships, we ensure a future of sophisticated, seamless data solutions aligned with your business goals.

SOC2 TYPE 2 SECURITY

NexusOne stands out by providing an industry-leading security upgrade compared to any standard PaaS implementations. Nexus can help you take security objections entirely off the table—our fully audited SOC2 Type2 report (55 pages) documents the security architecture of the platform. While cloud providers maintain SOC2 for basic computing and storage, NX1 extends coverage into the data environment. Nexus will share our SOC2 Type2 report with qualified prospects upon signing an NDA.

IDEAL CLIENT PROFILE

The Ideal Customer Profile (ICP) for NexusOne primarily encompasses medium to large companies with revenues ranging from $100 million to under $10 billion. While the ICP serves as a general guideline, Nexus will consider organizations beyond this range, smaller or larger, provided their needs align with the capabilities offered by NexusOne.

BENEFITS OF NexusOne

Cost Take Out
- NexusOne provides significant opportunities to lower the client's cost of implementation, security, operations, and support by 50% to 90% compared to "going it alone."
- The platform leverages automation, economies of scale, shared 24/7 support, and operational excellence.
- Nexus offers a FREE cost assessment through the NexusOne Challenge, where we compare the current enterprise data cost against a NexusOne quote.

Speed to Value
- Establish an enterprise data lake in days, populate data in weeks, and gain insights in 4 to 6 weeks with the Quickstart Program.
- Automation enables rapid establishment of a CDP PaaS environment, with 70 Rapid Data Connectors for seamless access to various data services.

Enterprise SOC2 Security
- NexusOne addresses security concerns with an extensive SOC2 Type2 PaaS security envelope vetted by major financial institutions.
- Data is shielded within an air-gapped security envelope in the cloud of choice using a security depth philosophy.

EXISTING REFERENCES

Financial Services:
- Small Business Financial Exchange (SBFE) – Trade Org of 140 Financial Institutions
- Moelis & Company – Investment Back
- First Horizon Bank – Regional Bank

Transportation & Aviation:
- El Al Airlines (National Airline of Isreal)

Finance & Tax:
- Vistra Energy ($12B Electric Utility)

Government:
- State/Local: Fairfax County VA, Texas Association of School Boards (TASB), NOAA, NGA

Project Financing
- Bundle project fees, cloud, security, CDP, and operation costs into a low monthly fee over 3 to 5 years.
- Eliminate large one-time implementation fees and leverage economical professional services and offshore resources.

Operations and Maintenance/Support
- NexusOne provides "white glove" 24x7 support for all systems under management and security umbrella.
- Offer outsourcing options for data operations to clients lacking skilled resources, especially new logos without existing CDP resources.

Industry Knowledge
- Nexus team possesses significant domain knowledge across various industries from years in tier-I consulting firms.
- Utilize industry knowledge to identify pain points and ask the right questions to initiate conversations.

Project Financing Can Make or Break a Deal
In many cases, clients prefer amortizing costs over time rather than absorbing significant up-front costs. An ideal engagement for Nexus involves a long-term managed services contract, ideally spanning at least three years, establishing a track record for long-term Annual Recurring Revenue (ARR). Nexus prefers to amortize implementation, and NX1 costs into one low monthly fee. *(See Discovery Guide for example)*

*CSEs earn full commissions on CDP licenses and Cloud Credit sales for NexusOne deals.

DOMAIN EXPERIENCE
- Consumer Packaged Goods (CPG): e.g. PepsiCo, Nike, Kellogg
- Oil and Gas: e.g. Baker Hughes and Schlumberger
- Media/Entertainment: Sony, Paramount
- Retail: e.g. Gap, Nike, Hallmark, and Williams Sonoma

Scan for access to more materials

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