

# Sales Playbook

**■ Selling any of these solutions or in these verticals?**

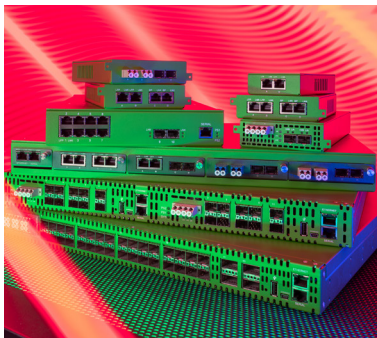


Garland Technology's portfolio is engineered to ensure IT and OT networks receive the packet level visibility required to stay safe.



Garland Technology's portfolio is a complementary sale to these solutions. You can generate incremental revenue and margin selling Garland Technology.

## Trust, Stability, and Growth partnering with Garland Technology.



Network monitoring and security solutions require packet level data to optimize and protect networks.

If you are selling any IT and/or OT network solutions and services today, your customers also need Garland Technology's portfolio to ensure tools perform as promised.

This is great news for you because you can make even more money selling Garland Technology alongside a tech stack that is already driving your success.

Garland Technology is a complementary sale without lots of heavy lifting.



Right now every industry is investing in IT and/or OT monitoring and security solutions, especially government, critical infrastructure, finance, tech, and healthcare.

If you are currently engaging with companies in any of these verticals then they'll also need Garland

Technology's solutions to help maximize their investment.

Selling Garland Technology alongside the monitoring and security solutions you are selling today is a win for you and your customers.

**Garland Technology is 100% committed to selling through the Channel.**

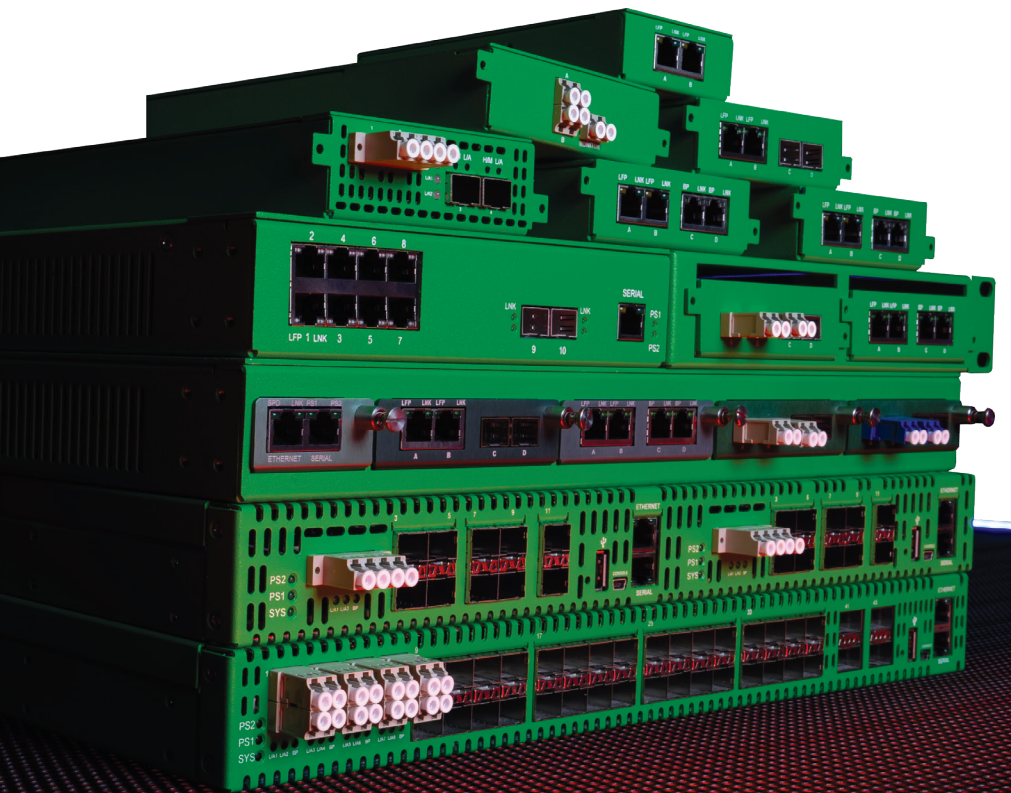
**G Request a Quote!**

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## Win with Garland Technology

Network TAPs, Network Packet Brokers,  
Inline Bypass, Hardware Data Diodes

- Meet any customer requirement - Garland Technology has the largest portfolio in the industry.
- Be in the game with competitive pricing - Garland Technology never charges unpopular subscription fees.
- Stand confident in your recommendation - Garland Technology is the foremost expert on reliable network packet delivery.



Garland Technology is  
here to help you win deals.

Deal Registration | Technical and Sales Support | Sales Enablement Assets

## Questions to identify project opportunities needing Garland Technology's portfolio.



- Have you purchased a new monitoring or security tool recently and find you can't deploy it?



- Have you purchased a new OT or ICS cybersecurity sensor recently and find you can't deploy it?

- Are you evaluating monitoring or cybersecurity solutions for your network and looking to purchase in the next 6 months?
- Are you upgrading your network speed?
- Are any inline security tools causing network downtime or are you scheduling maintenance windows?
- Is your renewal on Gigamon or Keysight (Ixia) coming up in the next 6 months?
- Are you looking to reduce your OPEX spending?
- Are you relying on SPAN mirroring for out-of-band network tools?
- Are you out of ports on your existing Network Packet Broker?
- Are you using both inline and out-of-band cybersecurity tools to protect your network?
- Can your security tools see TLS 1.3 encrypted traffic?

- Are you evaluating OT or ICS cybersecurity solutions for your network and looking to purchase in the next 6 months?
- Are you architecting to the Purdue Model?
- Are you working to comply with industry or government compliance regulations?
- Do you have any unique or legacy requirements like 100 Base-FX and need to convert the traffic to copper?
- Are you evaluating data diodes to enforce unidirectional traffic in your network?
- Do you have an audit strategy for your SPAN port configurations?
- Are you seeking to consolidate network links or SPAN inputs to simplify your management of security sensors?
- Are you working to access parts of your network in extreme conditions like high heat or vibration?