

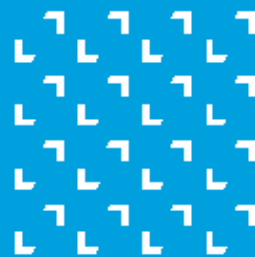


E-mail QuickStart

Engage your customer and prospect on Entando

Partner Channel

www.entando.com



You know your customers best, but we wanted to share some of the conversation starters that our sales teams and other partners have used successfully in various prospecting campaigns. Feel free to take it and make it your own. If you have any feedback or need additional content and training please don't hesitate to reach out to us at partner@entando.com or contact your local Partner team.

[SALES E-MAIL 1: PARTNERSHIP INTRO](#)

Hey [NAME],

We're about to announce a partnership with an open-source application composition platform provider called [Entando](#). I wanted to get it in front of you before we get flooded with demo requests. [Entando](#) helps companies like yours modernize their apps and I think it could be a great fit to address some of the challenges we've been discussing.

Gartner says that by 2023 organizations that have adopted a composable approach will **outpace competition by 80%** - let's get you ahead of the game.

Basically, Entando helps enterprises innovate faster on Kubernetes with parallel development teams that have end-to-end modularity across the entire stack. They support full-stack micro frontend and microservice architectures for codebases that are easier to understand, maintain, and debug across large, distributed teams, and the platform comes with a private component repository that makes it easy for teams to share and reuse components.

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

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

[SALES E-MAIL 2: KUBERNETES ADOPTION / PRO-CODE PLATFORM](#)

Hey [NAME]

I know you've got a ton on your plate so wanted to let you know we've run across an application composition platform provider that might help you get some time and budget back.

We've looked at some of the low-code platform options from folks like VMware and RedHat but they've not been a great fit for you. I think [Entando](#) could be different. Companies like yours that are adopting K8S often find deployment and developer adoption are slower than they hoped. In all honesty, are your developers adopting as well as they could be so that you can see the ROI on your investment?

[Entando's](#) open-source platform is transforming the industry, accelerating K8S app dev by 80%, lowering runtime costs by up to 70%, and streamlining life cycle maintenance - which all leads to saving money.

Sounds too good to be true but the lab guys here got it up and running and are seeing the

benefits.

Seems like it's on point and could be worth doing a quick demo discussion.

When's a good time next week?

SALES E-MAIL 3: BPM AND APPLICATION MODERNIZATION

Hi [NAME]

Before you and your team tries to modernize or build an app the old way, you've got to check out this new application composition platform we've started working with. [Entando](#) has some major enterprises onboard and once our tech guys got ahold of it they could see why.

[Entando](#) lets you keep your existing platform while upgrading your features and user experience quickly, with low risk and low cost.

Entando offers the opportunity to support you in a full modularity (Microfrontend and microservices) composable architecture and helps you to redesign your application not only in terms of technology but to align your application design to business goal..

They've helped companies like [Tibco](#) revive their old UX layer with a new *Experience Overlay* on top of their existing BPM system. Results were faster, cheaper, and lower risk, ultimately separating the frontend and backend for easier updates.

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

SALES E-MAIL 4: APPLICATION GOVERNANCE / QUALITY CONTROL FOR K8S

[NAME]

I know there are a ton of companies out there 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 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