



Building a Rock Solid AR Program Beyond Gartner

Rose Batia Head of AR



Senior Account Executive



THOMSON REUTERS®

Account Manager



Territory Manager



Sales Manager



NUTANIX™



Nutanix makes infrastructure invisible, elevating IT to focus on the applications and services that power their business. The Nutanix Enterprise Cloud Platform blends web-scale engineering and consumer-grade design to natively converge server, storage, virtualization and networking into a resilient, software-defined solution with rich machine intelligence.

KCG's Mystical Box



Focus on Your Analysts?



Focus on your Strengths



- Re-assess the goals
- Establish the engagement
- MQ is a 365 day process

Internal Comms

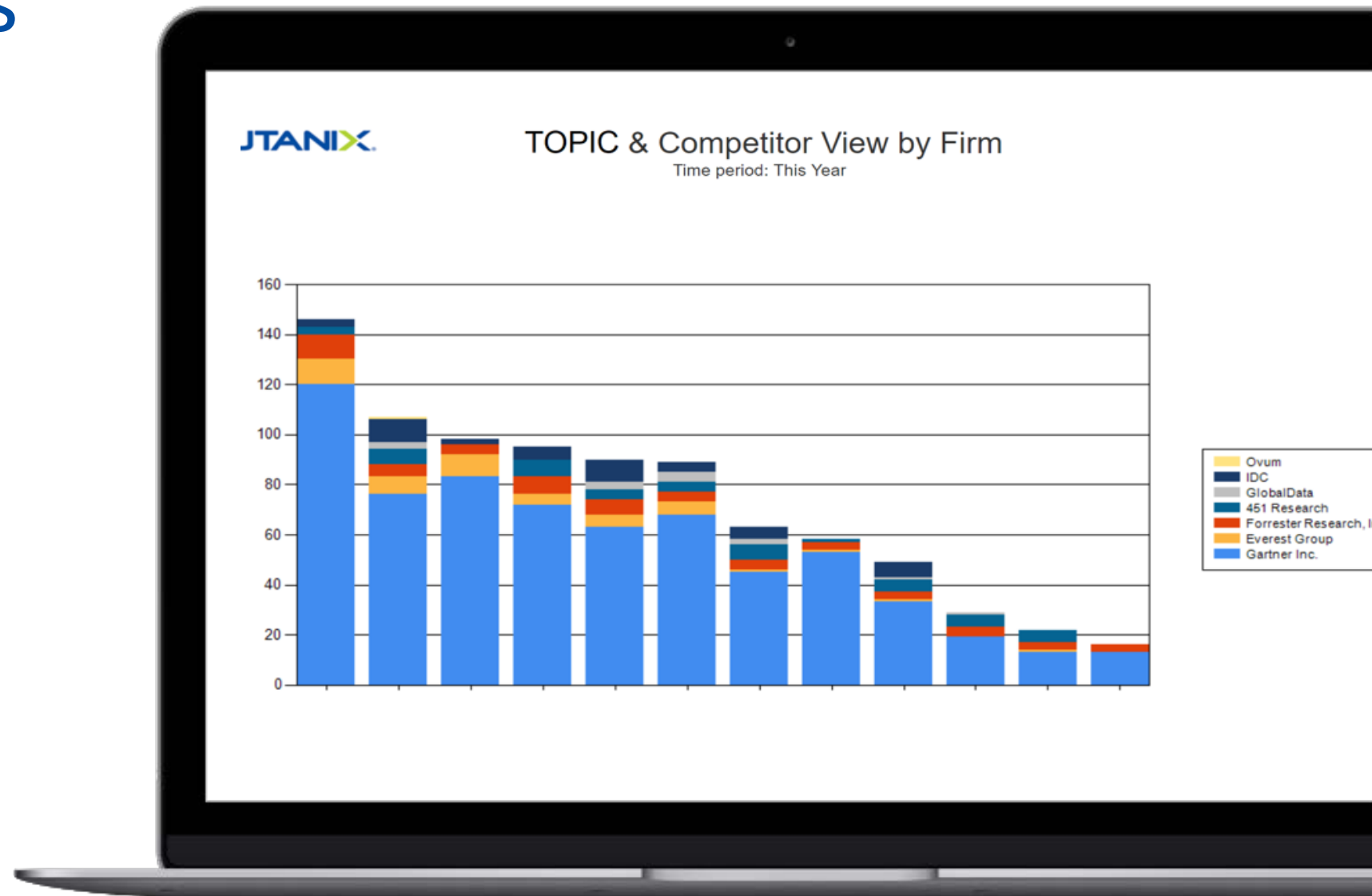
- ✓ Slack Channel
- ✓ Executive Monthly Update
- ✓ AR Workplace

Sales Enablement

- ✓ Collateral
- ✓ Education
- ✓ Access
- ✓ Process

Tools & Metrics

- ✓ SOV
- ✓ Event Tracking
- ✓ Analyst Discovery
- ✓ Notification



ARchitect Event Management

 Events

+ Add New Event

CALENDAR

GRID

 Add Filter(s)

 Past 2 years

Begin typing for results











Search

Export

Columns

Reset Grid

Full Screen On

<input type="checkbox"/>	Title	Venue	Start Date ↑	End Date		
<input type="checkbox"/>	.NEXT Nice 2017	Palais Des Congress Acropolis	11/7/2017 1:00 PM CET	11/9/2017 6:00 PM CET		
<input type="checkbox"/>	.NEXT on Tour - London	etc. venues.	3/14/2018 9:00 AM GMT	3/14/2018 5:30 PM GMT		
<input type="checkbox"/>	.NEXT New Orleans - 2018	Ernest N Morial Convention Center	5/8/2018 11:00 AM CT	5/10/2018 9:00 PM CT		
<input type="checkbox"/>	2018 .Next EMEA London		8/22/2018 12:00 AM CT	11/29/2018 11:45 PM CT		
<input type="checkbox"/>	.NEXT on Tour - Mumbai	GRAND HYATT, MUMBAI	10/5/2018 8:00 AM IST	10/5/2018 5:30 PM IST		



50

items per page

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Best Partners

Fantastic resources!

Crystal Golightly



Aaron Avallon

