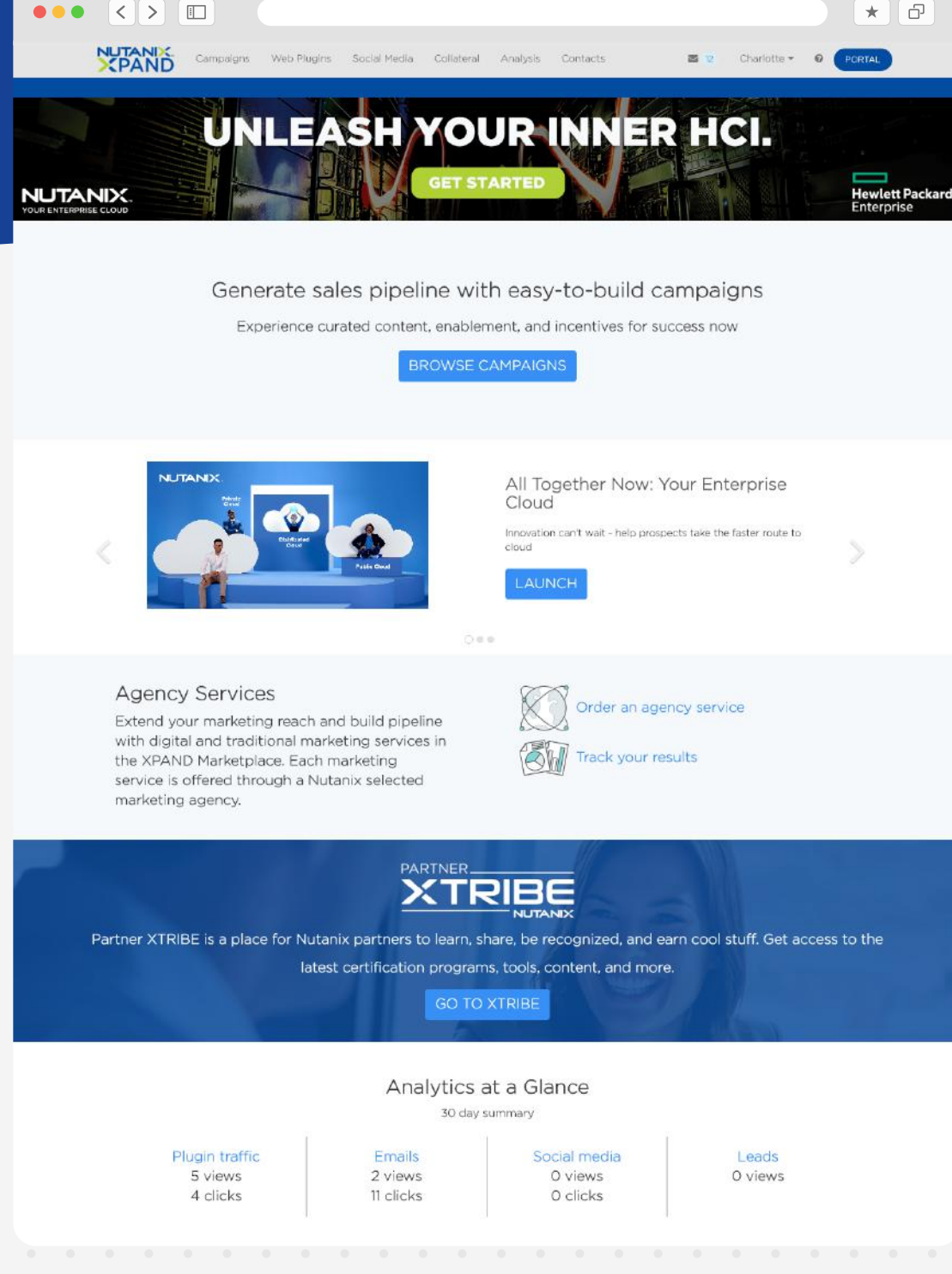


Lead Registration At-A-Glance

As part of the integrated marketing experience available to partners in the Nutanix XPAND platform – you can now opt-in to Lead Registration to increase visibility and effectiveness of your campaign performance.



How it works

Scoring leads

For campaigns that you opt-in to this feature, resulting leads are scored, and then become registered when scored at 60 or more.

About lead scores

Contacting leads

Registered leads will not be contacted by Nutanix unless that registered lead later responds to a Nutanix campaign (via form on Nutanix.com, etc.).

Measuring success

Registered leads then become visible by your Nutanix partner marketer within the XPAND management portal and within Nutanix CRM to track the success of XPAND campaigns.

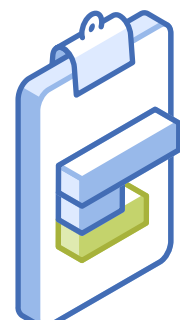
Opting out

You may opt-out net-new leads at any time in the XPAND "Settings" menu.

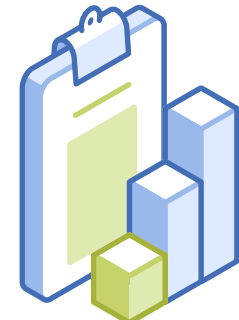
Key benefits



Secure end-to-end visibility into the pipeline resulting from your campaigns in XPAND.



Gain valuable information in XPAND about your lead including lead scoring and a timeline of marketing engagement.



Help us to help you gain further access to MDF investment. XPAND campaign results are a key driver of Nutanix partner investment decisions.

Partner options

The XPAND platform gives you the flexibility to register and manage leads by selecting from the following options:

1

Lead Registration remains off (default)

Nutanix has no visibility into and will not follow-up with leads generated from XPAND.

2

Turn on Lead Registration

Nutanix gains visibility into these Registered Leads at campaign tracking level only. (No contact details are shared with Nutanix sales.)

If a registered lead is found to already exist within Nutanix CRM as an active contact – they will be marked as Engaged within XPAND, and be included in Nutanix communications consistent with all other contacts already in Nutanix CRM.

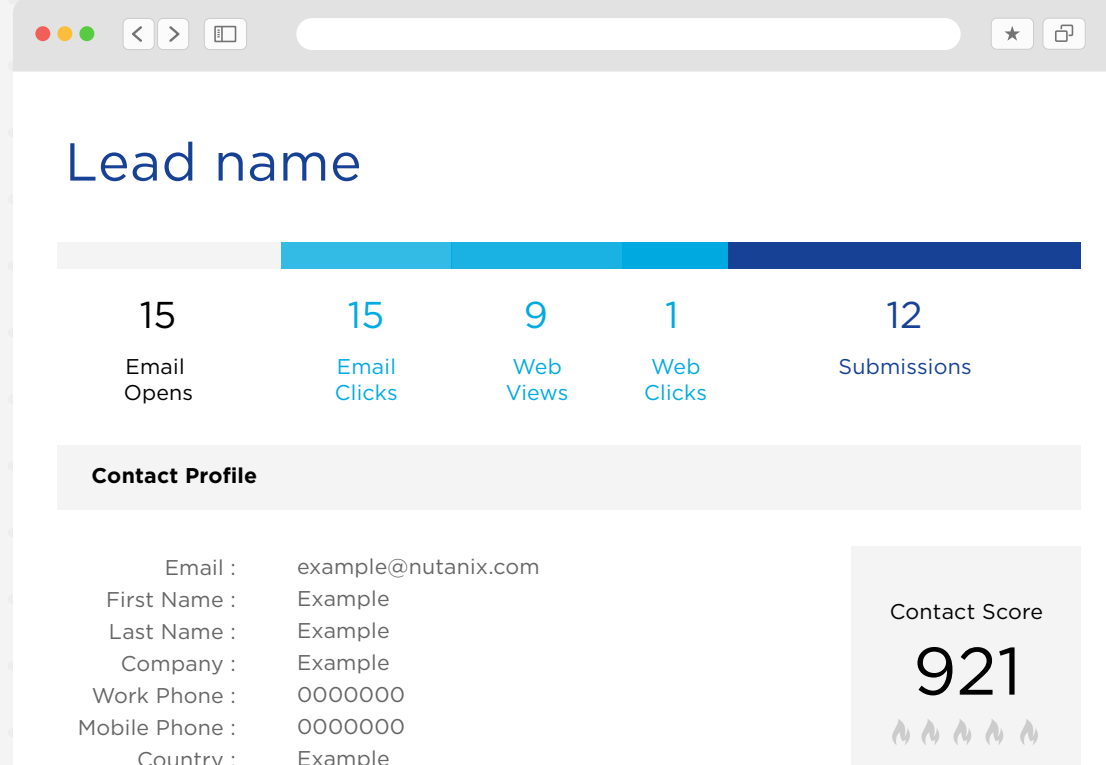
If a registered lead is found to be an inactive contact or does not already exist within Nutanix CRM, they will remain opted-out of Nutanix communications. If that registered lead later responds to a Nutanix campaign (via a form fill on Nutanix.com, booth visit etc.) Nutanix sales may follow up to qualify or nurture that lead.

3

Turn on Lead Registration + Nutanix Follow-Up

Coming soon! Upcoming Lead Registration enhancements will allow you to request assistance in following up with your leads from an expert Nutanix sales representative. We will alert our partners when this feature becomes available.

What's included within a registered lead



Lead score



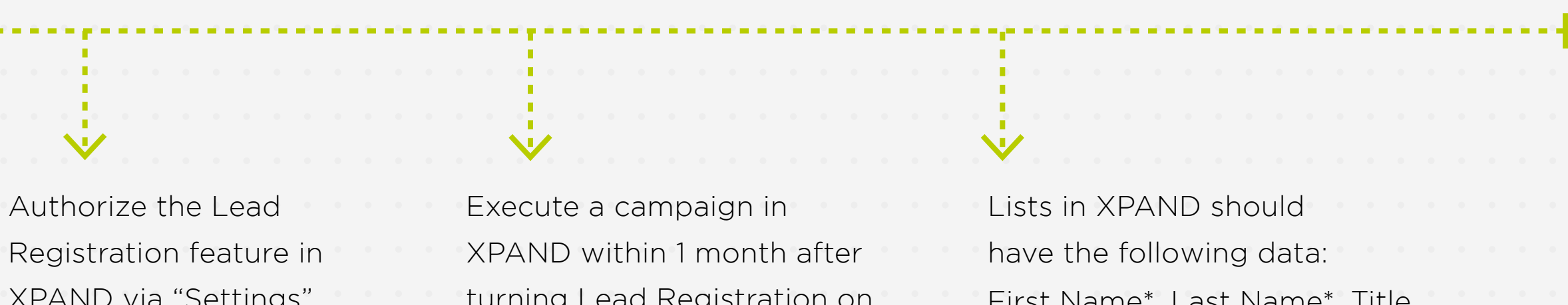
Contact information

(first name, last name, company, title, email, phone, country/state)



Campaign information

How to turn on Lead Registration



We understand the value of your leads and promise to protect them.

Our promise to you:

We will never distribute or share your leads with another partner or organization.

Data collected will only be used for your sales benefit and to show the success of XPAND campaigns.

We will notify you immediately when there are any changes to this program and give you the opportunity to opt-out.

FAQs

Can Nutanix sales see partner contacts uploaded into the Nutanix CRM?

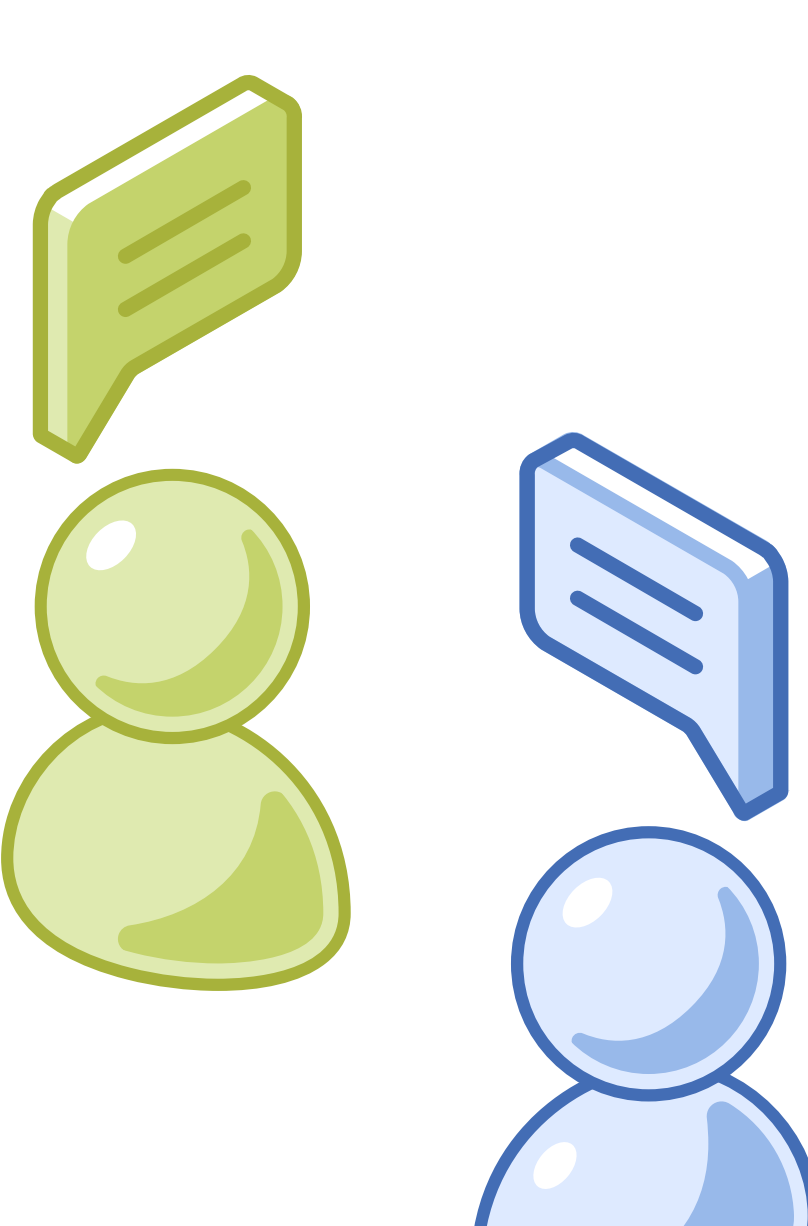
Leads can be seen by Nutanix inside sales but they are restricted from calling down on them.

Who can see our dashboard in the Nutanix CRM that tracks registered leads?

The XPAND attribution dashboard is placed under marketing folder, so it is only visible to Nutanix employees in the marketing organization.

What are the rules of engagement for Nutanix inside sales in regard to partner contacts?

Nutanix Inside Sales make use of RingDNA to call on leads and Outreach to email leads. They will not be able to make use of RingDNA or Outreach to contact when the leads are marked as do not contact.



Be sure to contact us if you have more questions.

[Contact us](#)