

# NUTANIX **X**PAND: YOUR DEMAND LAUNCHPAD

The XPAND partner demand center is a launch pad to drive your Nutanix digital marketing strategy, augment your brand and increase sales pipeline.

## XPAND empowers you to:



Create steady pipeline for your sales team with automated nurture streams and always-on content.



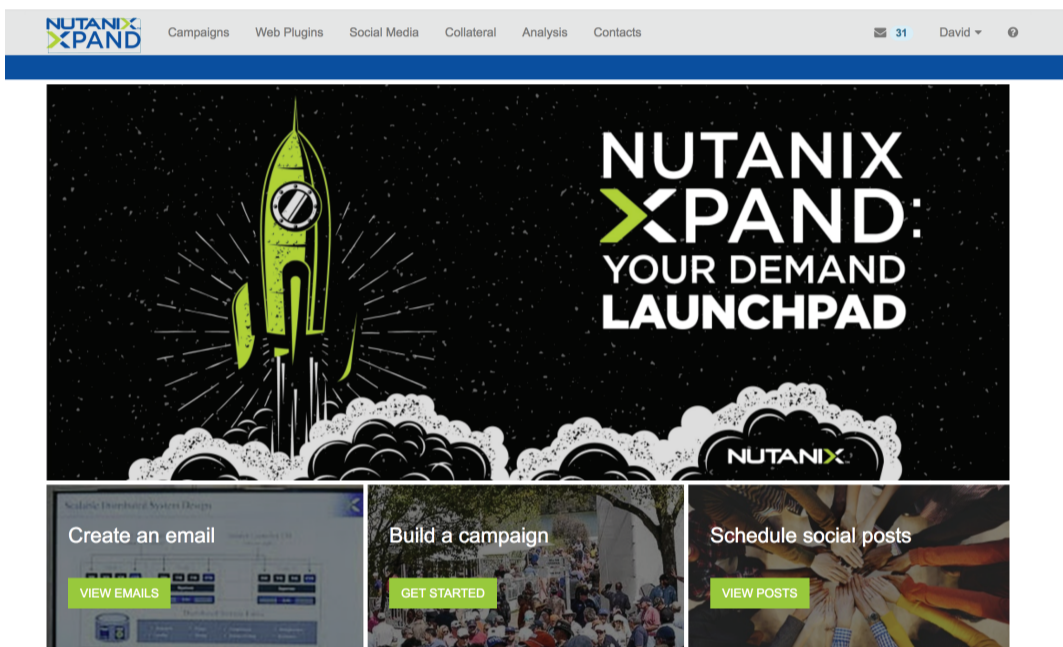
Build custom marketing campaigns around Nutanix solutions and drive customer demand.



Scale marketing operations with a variety of plug + play marketing assets.



Target and engage customers at different stages of the buying cycle while lowering lead acquisition costs.



## Overview of XPAND's functionality:

### **Campaigns:**

Customize marketing campaigns and download collateral programs.

### **Web Plugins:**

Install inbound assets like microsites and banners to showcase the newest Nutanix content on your website.

### **Social Media:**

Connect your company social media accounts and automatically syndicate Nutanix content to Facebook, Twitter, LinkedIn and WeChat.

### **Collateral:**

Download and customize Nutanix infographics, white papers, briefs and other marketing materials.

### **Analysis:**

Review your customer engagements and the success of your marketing activity.

### **Contacts:**

Upload, segment and monitor lead activity including lead scoring.

## **Start XPANDing!**

Request access to create your digital marketing campaign and start generating demand.

Reach out to [xpand@nutanix.com](mailto:xpand@nutanix.com).

