



NMI
NETWORK MONITOR INTELLIGENCE

NMI Sales Guide

How to present Network Monitor Intelligence

Use this guide as a concise reference for commercial conversations, qualification and demos.





NMI

NETWORK MONITOR INTELLIGENCE

Core value proposition

What NMI solves

NMI centralizes infrastructure, networks, servers, VMware, services and alerts into one operational platform. The commercial message should focus on visibility, faster diagnosis and earlier detection, not only on protocols and metrics.



30-second pitch

A simple opening

NMI is a unified monitoring platform that brings together servers, networks, VMware and alerting so IT teams can detect issues earlier, understand what is happening faster and respond with better context.



Demo flow

15-minute structure

- 1. Problem and context
- 2. Executive dashboard
- 3. Devices and resources
- 4. VMware
- 5. Critical alert
- 6. Recovery
- 7. Reports and next steps



Commercial qualification

Questions to ask

How many devices are in the environment? Do you use VMware? How many sites? What do you monitor today? Which alerts are most important? Do you need Syslog or traffic telemetry? Who receives incidents?



Positioning

How to frame NMI

Do not position NMI as only a ping monitor. Present it as an integrated operations platform that combines infrastructure visibility, network context, virtualization monitoring and alert lifecycle management.