Ultimate Test Drive (UTD)

What is a UTD?

The Ultimate Test Drive is a half-day workshop developed to move prospects to the evaluation stage of the sales cycle. By providing them with hands-on experience, partners can overcome a prospects reluctance to switch from a competitive firewall. Based on common problems that prospects find legacy firewalls do not resolve, Palo Alto Networks has created a number of hands-on scenarios that highlight the end user benefits of switching to a Palo Alto Networks solution.

I'm a partner, who should I target a UTD to?

The target audience for this programme is already aware of the Palo Alto Networks story and key differentiators. They are looking to compare features and functionality to their legacy equipment. By working in conjunction with Westcon and our presales team, we can facilitate and deliver a UTD to your chosen audience as part of your new business sales plan.

Why should I run a UTD?

Expose existing customers to new products and solutions	Help alleviate the fear of switching from a competitive firewall	Highlights Palo Alto Networks against competitive products	Accelerates evaluation and pipeline - excellent for sales enablement and demand generation

Become a Tech Xpert

Westcon have created a bespoke Tech Xpert Community to enable our partners to become the best in class. Westcon's Tech Xpert Community will enable you to enhance your Palo Alto Networks knowledge. We offer a range of sessions including How to Demo Workshops that are designed to grow the proficiency of your Palo Alto

Palo Alto Networks report that 60% of participants request an evaluation following a UTD.

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