Selling your Company on Chaos Engineering

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Goals For our Session

Master Collaboration with Sales Reps

Learn best practices on lobbying to peers

Avoid the mistakes that often lead to frustration and delays

Impress your leadership team for advancement opportunities

Agenda

Sales Rep Owners Manual

Selling to Internal Stakeholders

High ROI Project Alignment

Building your Business Case

Write an Implementation Plan

Key Takeaways

Sales Rep Owners Manual

Not just incentivized on Revenue!

    -Forecasting Accuracy

    -Resource Allocation

    -Relationships

More Info = More Resources for you

Ask for Recap Emails after EVERY Meeting

Meet Live > Zoom or Calls

Selling to Internal Stakeholders
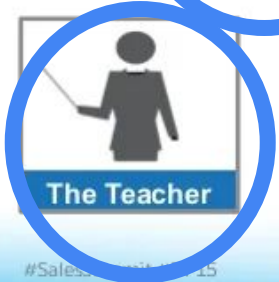

Seven Types of Customer Stakeholders

The Go-Getter | The Skeptic | The Friend
The Teacher | The Guide | The Climber | The Blocker

#ChallengerCustomer

<u>Purchases are Elections!</u>

Mobilizers

High ROI Project Alignment

The goal is not to get your teams started with Chaos Engineering

The goal is making improvements that drive your business forward

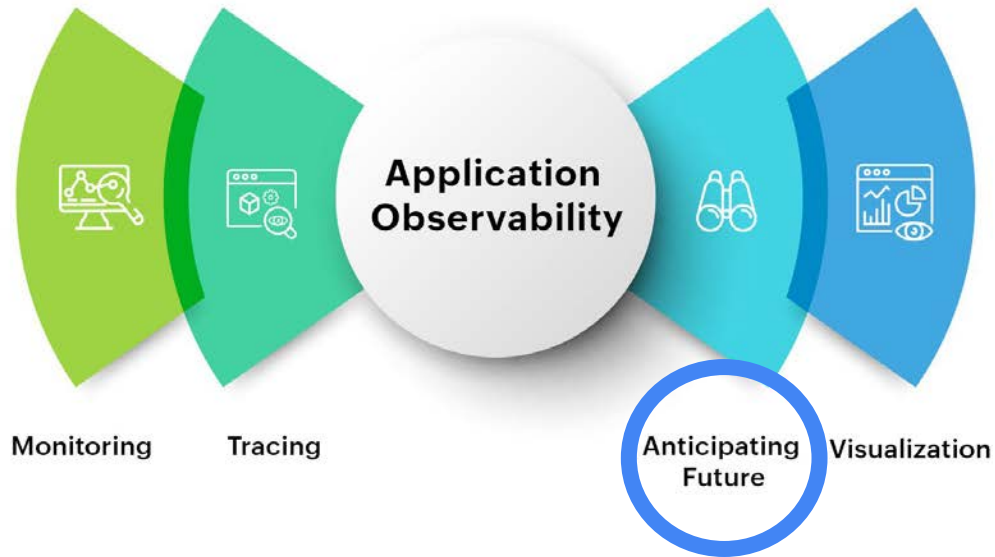Focus on measurable and achievable outcomes, not chaos buzz

Migrate to the Cloud with Less Downtime

-2024 Global Spend is $678.8B!

- 20.4% Growth in 2024!

Observability > Monitoring

Other Potential Ideas

Building your Business Case

Availability	Downtime / Year (Minutes)	Cost of Downtime (Annual)	Annual Savings (Per Tier)
98%	10526.4	$52,632,000	NA
99%	5256	$26,280,000	$26,352,000
99.5%	2635.2	$13,176,000	$13,104,000
99.8%	1051.8	$5,259,000	$7,917,000
99.9%	526.2	$2,631,000	$2,628,000
99.95%	262.8	$1,314,000	$1,317,000
99.99%	52.6	$263,000	$1,051,000
99.995%	26.3	$131,500	$131,500
99.999%	5.26	$26,300	$105,200
99.9999%	0.526	$2,630	$23,670

Also Consider:

What metrics can we impact from other initiatives?

What's the cost of missing SLAs?

How many FTE hours are spent in triage/year?

What are examples of historical incidents that could be prevented in the future with your plan?

Assuming $5k/minute as cost of downtime

Write an Implementation Plan

What applications would you like to start with and why?

What metrics will you use to track success?

What internal resources will you need to be successful?

What level of executive support will you need and why?

Key Takeaways

Salespeople can be used to your advantage

Careful planning is required to successfully navigate the political landscape in your company

Stick to Business Value, not Chaos hype