

# Early-stage emails and landing pages (unformatted) for CommScope

## Email #1:

[subject line options]

Myth: Adding DC capacity requires spending CapEx  
Expand data center capacity without spending CapEx

[headline]

## There's a better way to expand data center capacity

[body]

Data centers are facing an extreme capacity crunch. In fact, 87% of U.S. facilities report a surge in demand for IT services, straining their capacity.

Whether it's a matter of space, power, or switch ports, you need to solve the capacity issue — and fast. Of course, efficiency is still a corporate mandate, a conflicting directive — **or is it?**

Conventional planning and management methods dictate that in order to add capacity, you need to spend money. But that's no longer true. **Data Center Infrastructure Management (DCIM)** allows you to meet the rising challenge of adding capacity *without* spending CapEx.

It's all about identifying, recovering, and reusing strained capacity. And DCIM makes it possible.

[cta]

### The truth about DCIM and data center management

Watch this **brief video** [\[link to asset or landing page\]](#) to learn how DCIM allows you to maximize capacity *without* spending CapEx.

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## Landing Page #1:

[headline]

### Looking to add data center capacity without spending CapEx?

[body]

Turn to Data Center Infrastructure Management (DCIM).

Discover how DCIM helps you identify, recover, and reuse strained  
All without increasing your capital investment.

Fill out this brief form to access our free webinar, "Myth vs. Reality:  
Real Truth About DCIM and Data Center Management."

[cta]

For more information about DCIM and how it's changing the way data centers are  
managing capacity, contact [xxxxx].

[form info]

**Webinar Request Form**  
[For inbound traffic]

capacity.

The

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## Email #2:

[subject line options]

Finally. A more reliable way to prevent data center downtime.

Virtual reality: Reduce human error and downtime in your data center.

[headline]

### **DCIM allows you to take control of data center management**

[body]

Downtime — or any service degradation — is an intolerable compromise to network integrity. It costs you revenue, productivity, and client trust, a trifecta of setbacks over which you'll spend countless sleepless nights.

Nearly half of all data centers experience at least one disruption per year, with the most common cause: human error. It's not wonder. The growing complexities of assets, power and connectivity collectively can overwhelm conventional data center management best practices.

Don't allow human error to jeopardize the performance of your data center.

**Data Center Infrastructure Management (DCIM)** is a software-based solution that allows you to control every facet of data center operations virtually, overseeing interdependencies that would otherwise be missed by walking the aisles of a data center. It's the better way to control your data center.

[cta]

### **Maximize the performance of your data center**

Learn how DCIM can help you reduce downtime and service disruptions. View our free video, [\[Name of Video\]](#).

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## Landing Page #2:

[headline]

### Looking to reduce data center downtime and service disruptions?

[body]

Eliminate human error.

Data Center Infrastructure Management (DCIM) is the better way to take control of your data center. The advanced software allows you to oversee interdependencies virtually, reducing the guesswork that comes with walking the aisles in the data center.

Discover how DCIM helps you manage your data center virtually, minimizing downtime and service disruptions.

Fill out this brief form to access our free video, “[Video Name].”

[cta]

For more information about DCIM and how it optimizes data center performance, contact [xxxxx].

[form info]

**Video Request Form**

[For inbound traffic]

# Early-stage emails and landing pages (unformatted) for CommScope

## Email #3:

[subject line options]

Don't let power consumption sap the energy from your data center  
DCIM: The ultimate Power Player

[headline]

### **DCIM optimizes energy efficiency**

[body]

Energy is — *by far* — the number one OpEx of any data center. No matter how sophisticated the hardware, without sufficient power, everything comes to a standstill.

Profit and loss, therefore, is often a reflection of how you utilize power. It's not a simple matter of consuming *less* but using what's necessary *more efficiently*.

**Data Center Infrastructure Management (DCIM)** is a software-based solution that optimizes data center energy consumption, identifying and finding ways at using energy more efficiently. It looks at every facet of operations that impact energy consumption, including the use of rack space.

It's a holistic approach to data center energy management, one that will power your data center while strengthening your bottom line.

[cta]

### **Maximize the efficiency of your power spend**

Learn how DCIM can help you consumer energy more efficiently in "'Friend Request' Your Data Center with DCIM," a blog by industry expert [name of writer].

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## Landing Page #3:

[headline]

### Maximize energy efficiency at your data center

[body]

**Data Center Infrastructure Management (DCIM)** is a virtual solution that helps identify and find ways at using energy more efficiently. It looks at every facet of operations that impact energy consumption, including the use of rack space.

Learn how DCIM can help you make better use of power while reducing your energy costs in our blog, “‘Friend Request’ Your Data Center with DCIM.”

Fill out this brief form to access the blog.

[cta]

For more information about DCIM and how it optimizes energy use while lowering costs, contact [xxxxx].

[form info]

**Blog Access Request Form**

[For inbound traffic]