TCO Email Campaign:

# **Target: Prospective customers evaluating or frustrated by recurring costs of current network visibility solutions**

## **Email 1: “The Cost of Visibility Shouldn’t Be a Mystery”**

**Subject Line:** Cut Through the Fog: Predictable Network Visibility Costs with Cubro

**Header Graphic/Text:**

*Image*: A maze with a clear, straight path leading through it

*Text*: “All In One Pricing. Zero Hidden Fees. Total Visibility.”

**Body:**

Hi [Name],

Are you dealing with excessive or unpredictable costs and confusing license models with your network visibility infrastructure?

At Cubro, we believe transparency is power. That’s why we offer:

• Perpetual pricing – no annual subscription renewals

• Full access to all features – no expensive ala carte licenses or add-ons

• Predictable support – responsive help when you need it and lower cost

**See how we compare in our latest white paper**:

[**How Cubro Reduces TCO for Network Visibility Solutions**](https://www.cubro.com/en/wp-content/uploads/CUB-TCO-WP.pdf)

Closing

## **Email 2: “Why Network Taps & Packet Brokers Pay for Themselves”**

**Subject Line:** Visibility That Pays Off: See ROI in Year One with Cubro

**Header Graphic/Text:**

*Image*: Scale tipping toward “Cubro Savings”

*Text*: “35% CAPEX & OPEX Reduction. See What You Could Save.”

**Body:**

Hi [Name],

Most visibility vendors lure you in with a low upfront cost, but they then hit you with recurring license fees, advanced feature add-ons, high support costs, and limited access.

Cubro is different.

One of our global customers reduced both **CAPEX and OPEX by 35%** – and they’re not alone.

With Cubro, you get:

• No recurring feature or port licenses

• Simple management via Web GUI, or a one-time fee, multi-box management software

• Direct-to-engineer support with some of the lowest response times in the industry

Let’s take the guesswork and hassle out of visibility.

Download our White Paper - [**How Cubro Reduces TCO for Network Visibility Solutions**](https://www.cubro.com/en/wp-content/uploads/CUB-TCO-WP.pdf) **o**r reply to set up a custom TCO comparison.

Closing

## **Email 3: “Visibility Without Complexity”**

**Subject Line:** Visibility That Just Works — Simple

**Header Graphic/Text:**

*Image*: Engineer working calmly at a clean desk with simplified dashboard on screen

*Text*: “Smarter Tools. Simpler Pricing. Stronger Support.”

**Body:**

Hi [Name],

Between juggling licenses, complex GUIs, and rising support costs, network visibility can feel like more hassle than help.

Cubro fixes that.

Our solutions include:

• Intuitive web GUI on every packet broker

• Centralized control with our one-time software solution, Vitrum (no license traps)

• 2-year hardware standard warranty – lower support costs and 5-year TCO

Simplify your visibility strategy and cut through the noise.

Download the White Paper [**How Cubro Reduces TCO for Network Visibility Solutions**](https://www.cubro.com/en/wp-content/uploads/CUB-TCO-WP.pdf)

Let’s chat about your current pain points.

Closing