# Email Campaign – Intro to Cubro – Superior - taps, packet brokers, TCO

**Email 1: Highlighting Taps with Unique Features**

**Subject:** Enhance Your Network Efficiency with Cubro’s Innovative Taps

**Body:**

Dear [Recipient’s Name],

I hope this message finds you well. I wanted to introduce Cubro as a robust alternative to your current network tap and packet broker solutions. Cubro’s taps stand out with their **1/3 RU size form factor** and **color-coded connections**, offering significant space and operational efficiency.

Key advantages of Cubro taps:

• **Compact Design:** At 1/3 RU height, our taps minimize rack space usage, allowing for cost savings in power, cooling, and physical footprint.

• **Color-Coded Ports:** Simplified installation and management for greater operational clarity.

• **Hand-Tested Quality:** Each unit undergoes rigorous testing, including light readings, ensuring reliable performance.

Combined with our innovative packet brokers, purpose-built with **P4 programmability**, Cubro provides a future-proof, high-performance visibility solution.

To learn more about Cubro’s network taps, please visit https://www.cubro.com/en/products/network-taps/

I’d be happy to schedule a brief call to explore how we can optimize your network monitoring setup.

Looking forward to your thoughts!

Best regards,

**Email 2: Highlighting Packet Brokers and P4 Programmability**

**Subject:** Cubro’s Purpose-Built Packet Brokers: High-Performance & Future-Proof

**Body:**

Dear [Recipient’s Name],

I’m reaching out to introduce you to Cubro’s next-generation packet brokers, a high performance, cost effective solution for new or upgrades to your existing deployments that rely on repurposed white-box hardware. Cubro’s G5 series is **purpose-built as a packet broker** from the ground up, delivering superior performance and flexibility through **P4 programmability**.

Key differentiators of Cubro packet brokers:

• **Hardware-Based Processing:** Line-rate performance with zero dropped packets, even for advanced features.

• **P4 Programmability:** Unmatched flexibility to adapt to unique customer needs and evolving protocols.

• **Reduced Footprint:** Cubro’s design minimizes rack space usage, leading to lower TCO with savings in power, cooling, and real estate.

Unlike vendors who purchase white box switches based on Broadcom Tomahawk switching silicon, Cubro’s hardware is specifically designed for visibility, ensuring reliability and cost-effectiveness. With simplified, license-free pricing and a **2-year hardware warranty**, we eliminate unnecessary complexity and reduce long-term costs.

Could we schedule a brief discussion to see how Cubro aligns with your current and future network monitoring requirements?

To learn more about Cubro and their network packet brokers, please visit <https://www.cubro.com/en/products/network-packet-brokers/>

Looking forward to hearing from you!

Best regards,

## **Email 3: Focus on Total Cost of Ownership and Reliability**

**Subject:** Lower TCO and Superior Visibility with Cubro Solutions

**Body:**

Dear [Recipient’s Name],

I wanted to reach out and introduce Cubro as a market leader for visibility solutions. Designed to provide unparalleled performance and efficiency, Cubro’s solutions deliver key benefits that significantly reduce **Total Cost of Ownership (TCO)**:

• **Two Year Hardware Warranty Standard:** All Cubro hardware comes with a standard 2 year hardware warranty. This coupled with the already lower cost than the competition sets the stage for a very attractive 3 and 5 year Total Cost of Ownership (TCO).

• **Simplified Pricing:** All features are included with the product—no surprise licensing fees for future upgrades.

• **Hardware-Based Reliability:** Unlike software-heavy competitors, Cubro processes traffic in hardware at **line rate**, ensuring zero packet loss.

Cubro’s **P4 programmable packet brokers** offer the flexibility to implement advanced features such as inner-IP load balancing in hardware while maintaining wire-rate performance. Additionally, Cubro taps feature a **1/3 RU height form factor** and **color-coded ports** for ease of use and space savings which saves you money on real estate and installation errors.

If you’re exploring options to optimize network visibility while lowering operational costs, Cubro could be an excellent fit.

To learn more about Cubro, please visit <https://www.cubro.com/en/about-us/>

I’d be happy to schedule a time to discuss.

Looking forward to your feedback.

Best regards,