MESSAGING AN ARCHITECTURE

One through line. Three pillars. One graphic.

An architecture has no SKU. This structure is what everything else hangs on.

THE THROUGH LINE · WHY IT EXISTS

"Turn machine data into agentic action."

PILLAR 1

One part of the promise

The products and capabilities that deliver it.

PILLAR 2

One part of the promise

The products and capabilities that deliver it.

PILLAR 3

One part of the promise

The products and capabilities that deliver it.

ONE GRAPHIC · HOW IT FITS

The picture everyone draws on the whiteboard.

WHAT HANGS OFF IT

WEB
The architecture page, with a next step

SELLERS
One story for thousands of reps

PRODUCT TEAMS
Every team sees where it fits

ANALYSTS
A concept they can buy into