KNOWLEDGE

The **Engagement** Discussion

Value Proposition
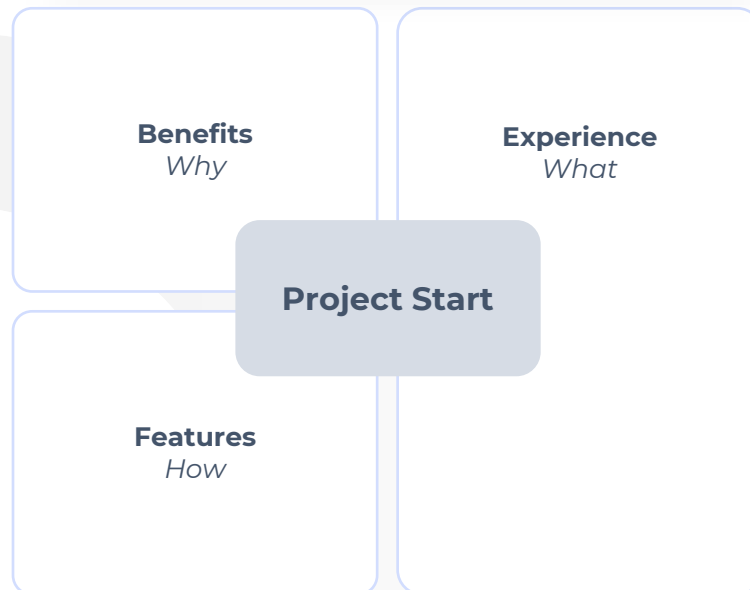
Gain Creators

Anomalies and forensics

Insights just for you

Machine Learning only for you

Patterns

Products & Services

Ad Hoc

Easy API

Context

360

Trends

Forecast Horizons

Pain Relievers

Team Segment: 3-5 People

Gains

Surprising data value

Build trust with quick wins

Personalized search

Business User

Business role

Excel Spreadsheets

Services

Lifecycle

Workflow

Known unknowns

Uncertainty

Unanswered Questions

Overlooked Data

Unknown Unknowns

Pains

Extended **Engagement** Discussion

Product/Service map

Benefits
Why

Experience
What

Project Start

Features
How

Stakeholder Needs All Three

Quick Jobs
Extremely Powerful but Does Not Scale

Better X

Analytic Dashboards
Clutter

R&D
Dessert

Competing Solutions

Substitutes

All it takes is a manager willing to take a risk to go beyond

Culture stands In the way of people adopting and changing

Inertia

Value Proposition Statement

Structure

FOR   [your target customer]

WHO   [statement of need or opportunity]

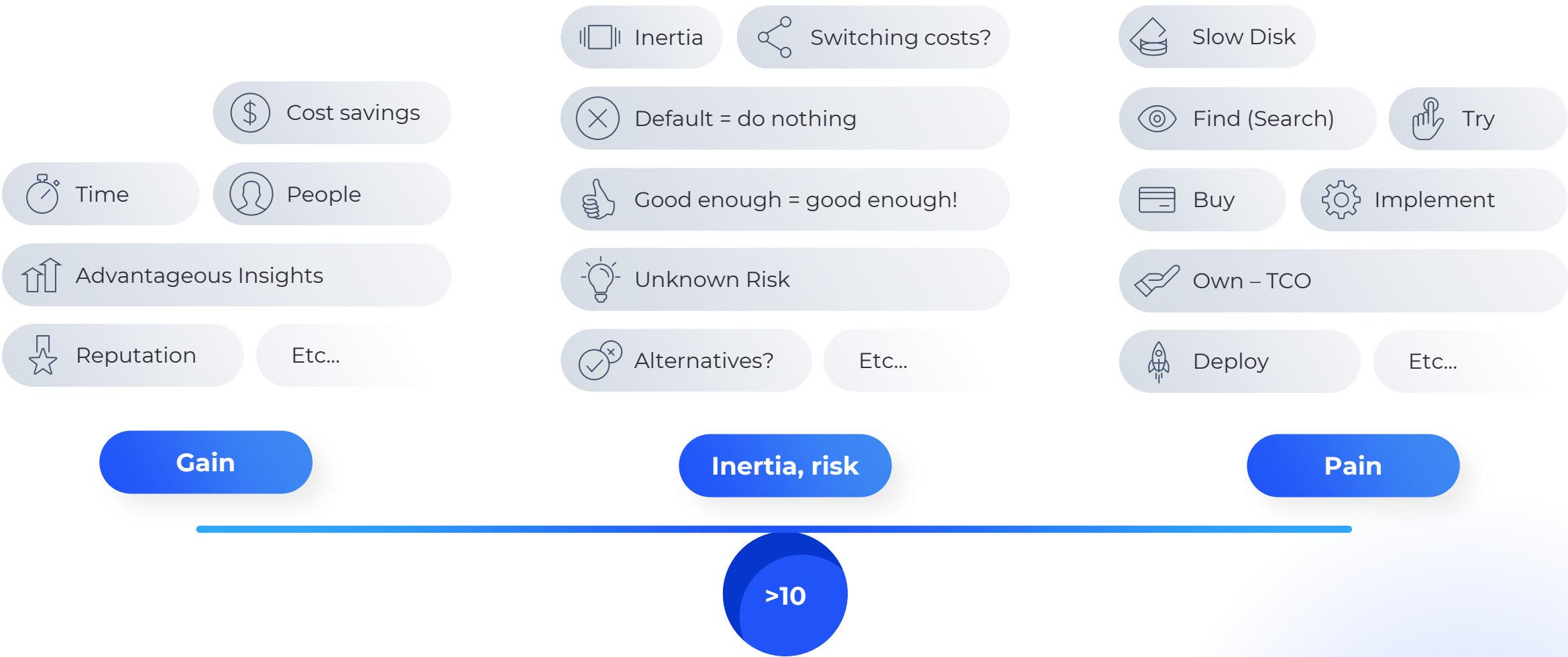**OUR**   [product/service name]

IS   [product category]

THAT   [statement of benefit]

Example

For stakeholders who have trouble getting messy data to behave, our software package organizes patterns and reveals previously unknown insights so you can improve and decide if it is meaningful or not.

Gain/Pain Ratio

Inertia

Switching costs?

Slow Disk

Cost savings

Default = do nothing

Find (Search)

Try

Time

People

Good enough = good enough!

Buy

Implement

Advantageous Insights

Unknown Risk

Own – TCO

Reputation

Etc...

Alternatives?

Etc...

Deploy

Etc...

Gain

Inertia, risk

Pain

>10

Value Prop **Test Card**

Name: **Easier Data Incentives** | Assigned to: **John** | Deadline: **August 10** | Duration: **4 Months**

STEP 1: HYPOTHESIS

We believe that

Stakeholders are willing to change service providers for a 10% increase in insights

STEP 2: TEST

To verify that, we will

Approach 10 data sources, offering a range of contextual 360 indicators and patterns

STEP 3: METRIC

And measure

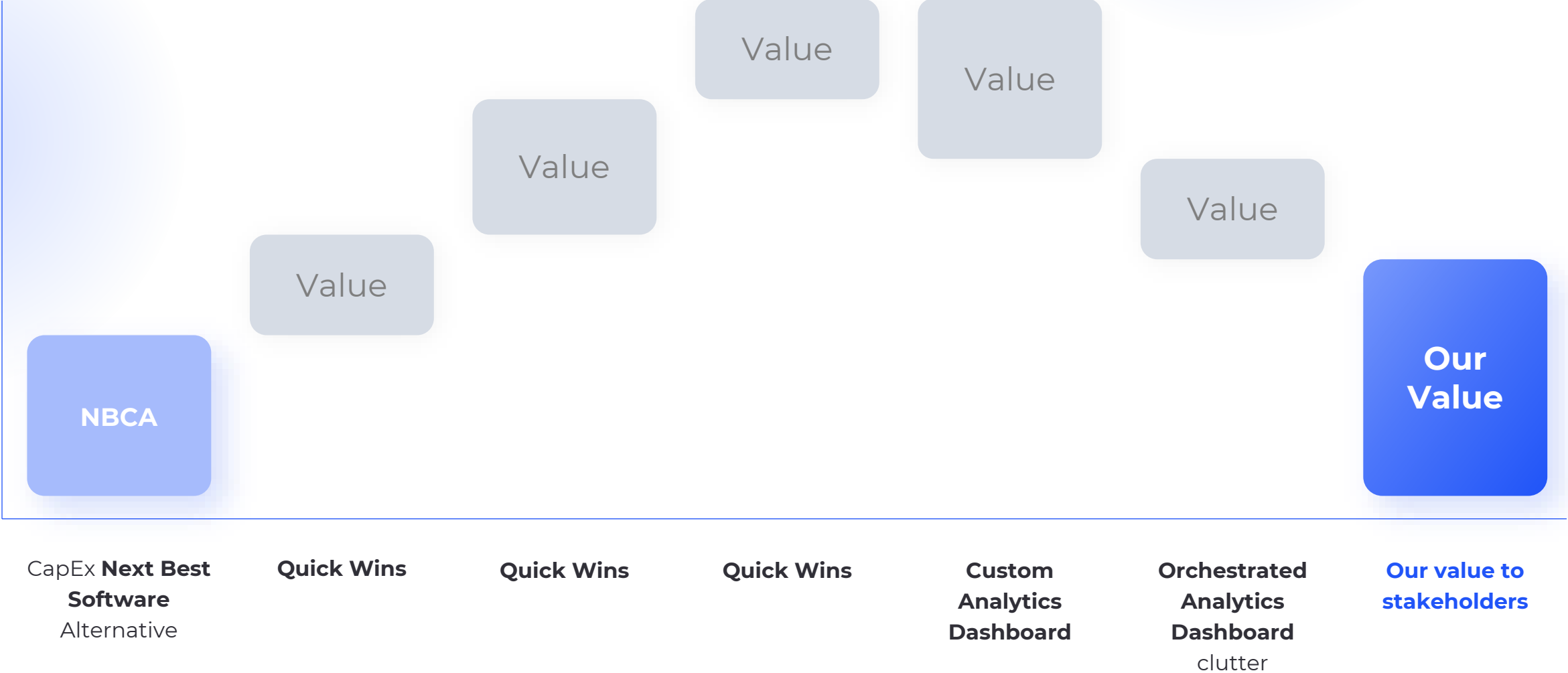The number of data points who agree and disagree (at different levels)
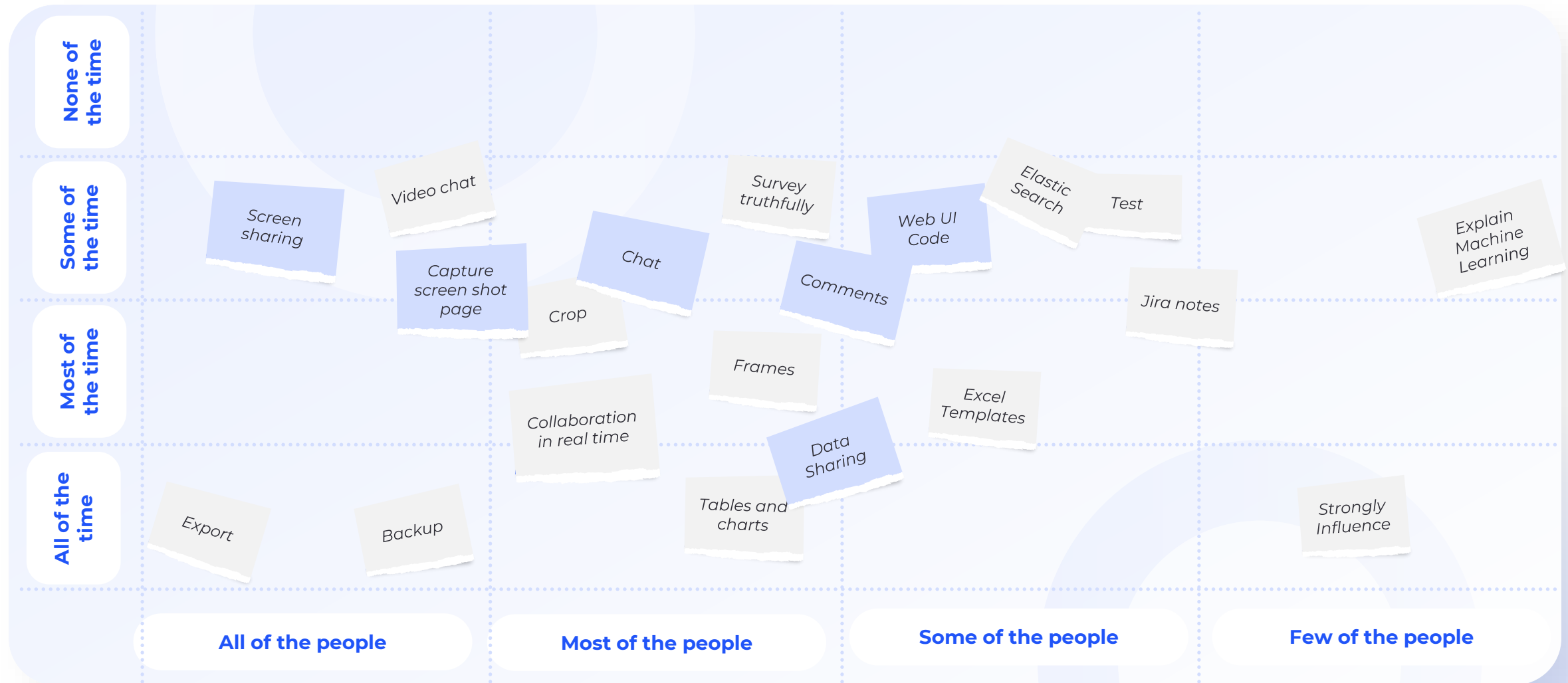
STEP 4: CRITERIA

We are right if

At least 50% of data points (which are easy to extract at all) agree with our hypothesis.

Progress Defines Value
Contrast Reveals Value

NBCA	Value	Value	Value	Value	Value	Our Value
CapEx **Next Best Software** Alternative	**Quick Wins**	**Quick Wins**	**Quick Wins**	**Custom Analytics Dashboard**	**Orchestrated Analytics Dashboard** clutter	**Our value to stakeholders**

Machine Learning **Opportunity Window**

Unique Proposition

The problem
They don't have the time

The solution
AIML R&D

The competition
Security is known for data segmentation
In-house uses known templates
Azure ML is known for in-depth analytics

Status quo
Most workflows are:
- Timely
- Scalable
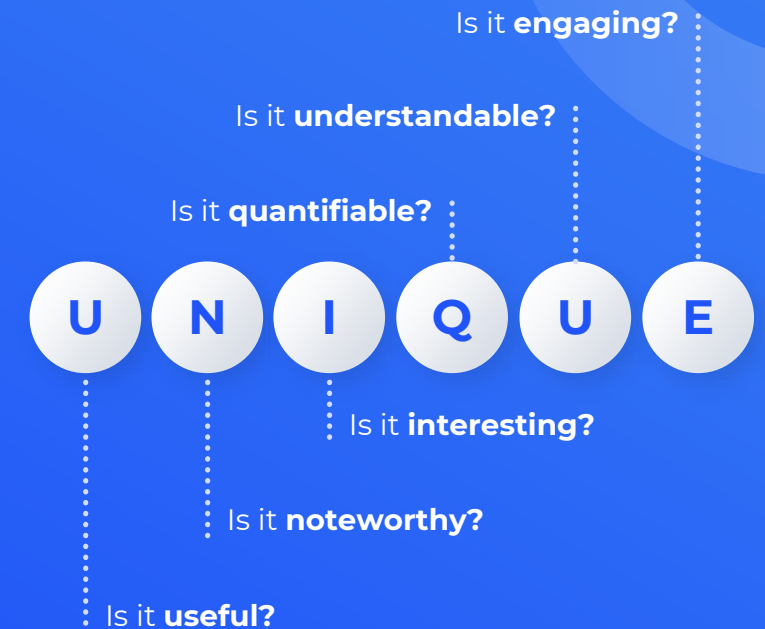- Relevant
- Known Reports

The differences
Some features unique to ML in Technology are:
- Personalized templates
- Context insertion
- Software that can classify cluster and predict in ML

The features
I want to be known for having known unknowns revealed and expand discovery of unknown unknowns.

We in Flex Engineering Technology help you _____
by/with only/without _____

Is it **engaging?**

Is it **understandable?**

Is it **quantifiable?**

U N I Q U E

Is it **interesting?**

Is it **noteworthy?**

Is it **useful?**

Value Perception Map

Knowns

Headcount

Kibana

Elastic Search

Teams

CRM

Splunk

Solarwinds

Risky

Insightful

Security Product

Expensive

Competitor A

Teams

Competitor B

AIML R&D
Gap in the Space?

Competitor C

Unknowns

AIML R&D Stakeholder Value Map

Stakeholder Value
Perception

Price Product

2023

Positive Stakeholder experience using AIML R&D will overcome all differentiators

65%

of stakeholders will talk about better data experiences if they've had even one

Stakeholder Experience

Hope for Stakeholders

Life
Changing

- Focus on incremental progress over outcomes and goals and you will get here

Impacting

- Measure progress
- Provides hope
- Creates momentum
- Continued motivation
- Sharing data

- Understanding data

Emotional

- Reduces anxiety
- Rewards team
- Nostalgia
- Design / Aesthetics
- Value

- Ease of Use
- Fun
- Attractiveness
- Provides Access

Functional

- Save time
- Simplifies
- Makes money
- Reduce risk
- Organizes

- Connects
- Reduces effort
- Avoids hassles
- Reduces cost
- Quality

- Sensory Visual Appeal
- Animates data
- Integrates
- Variety