



Pendo Overview

Series B Investor Presentation



TopPitchDeck

Founded by product leaders from Google, Rally Software, Cisco, and Red Hat • 56 Employees



TODD OLSON
CEO



ERIK TROAN
CTO



ERIC BODUCH
VP Marketing



RAHUL JAIN
VP Customer Success



SHANNON BAUMAN
VP Product



CHAS SCARANTINO
VP Sales



JASON DEAN
VP Finance

Founded in 2013 • Raised \$11M to date • Based in Raleigh, NC



CONTOUR
VENTURE PARTNERS

CORE
CAPITAL PARTNERS

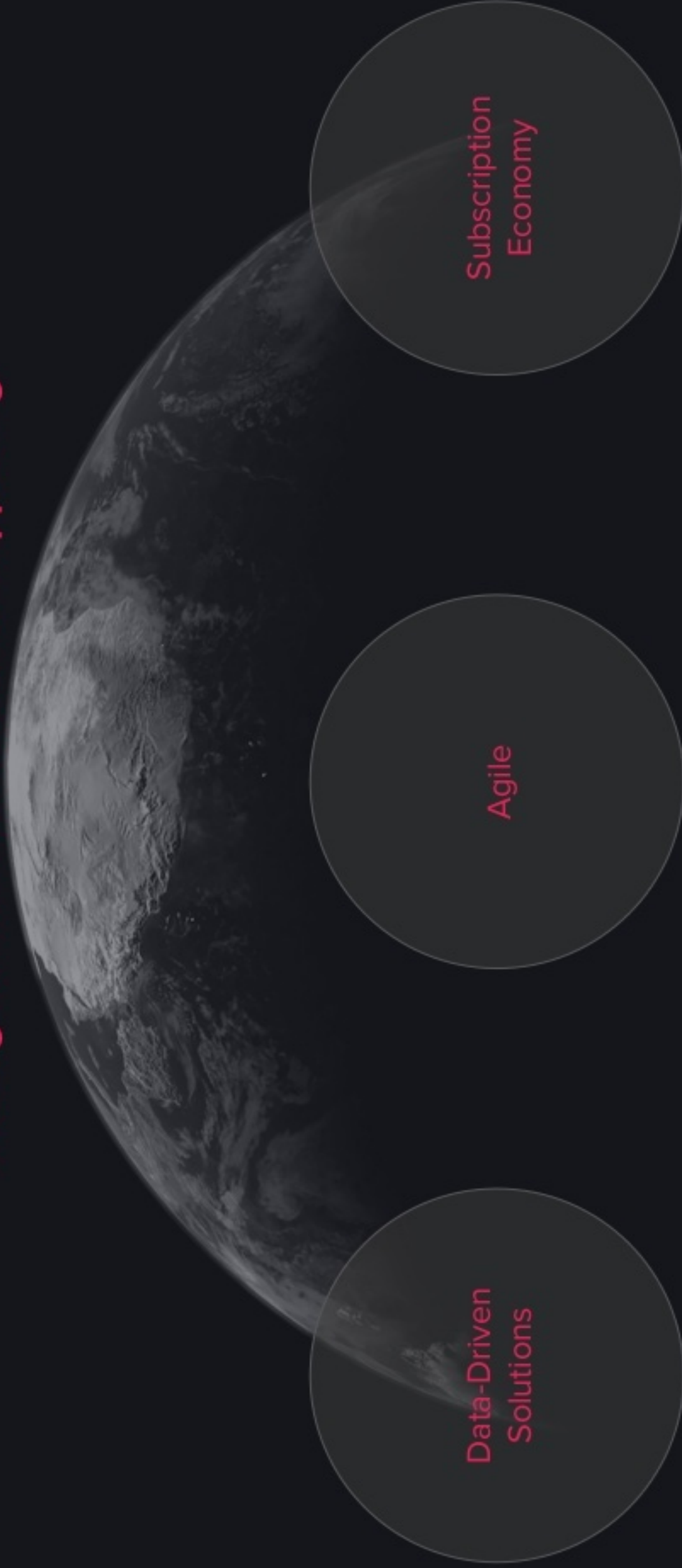


Ending Quarter ARR

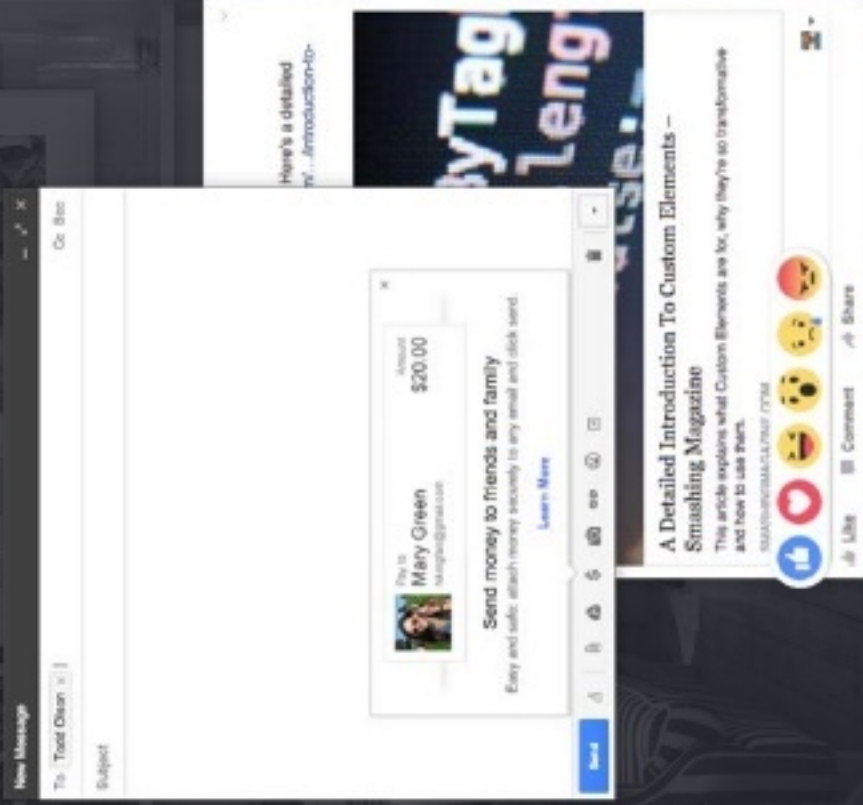


NOTE: Fiscal year ends January 31

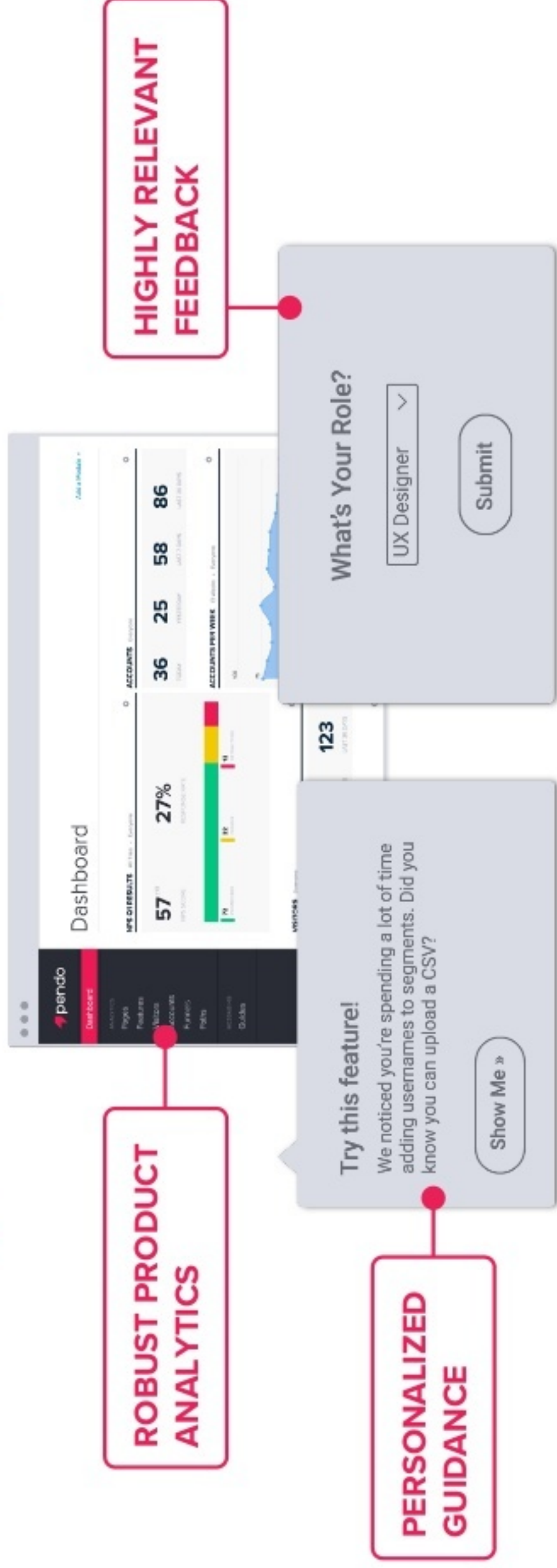
The Digital Transformation is Happening.



Users are demanding that their software at work behaves like their software at home.



First Integrated Platform for Product Experience



Pendo extends your product to capture all user behavior, gather feedback, and provide contextual help

The Foundation: Data



With just a small JavaScript snippet added to your application, Pendo begins to capture every single click and pageview in your application. You can pass Pendo additional user details like role, plan level, and revenue for additional context.



Key Strengths

Fully Integrated Solution

Incorporates what traditionally would be three to four disparate tools to improve experience into a single integrated solution.

Targeted Messaging

Built-in in-application messages enable teams to personalize a user experience based on real-time behavior.

Rich User/Customer Segmentation

View usage by user and/or customer. Integration with tools like Salesforce.com provides insights based on CRM information.

Capture Everything

We grab all user events and enable teams to visualize insights into any aspect of your product. All insights are retroactive to our install date.

Why Pendo?

Pendo's unique capabilities provide significant value across the organization



Customer Success

Increase customer visibility and reduce support and education costs



Product Management

Focus resources on the features that really provide value



Executive Leadership

Bring product data to strategy discussions and board presentations



Marketing

Identify advocates and execute up-sell / cross-sell campaigns



Engineering

Monitor usage volume and performance to get ahead of potential issues



Sales

Optimize the trial experience and increase conversions



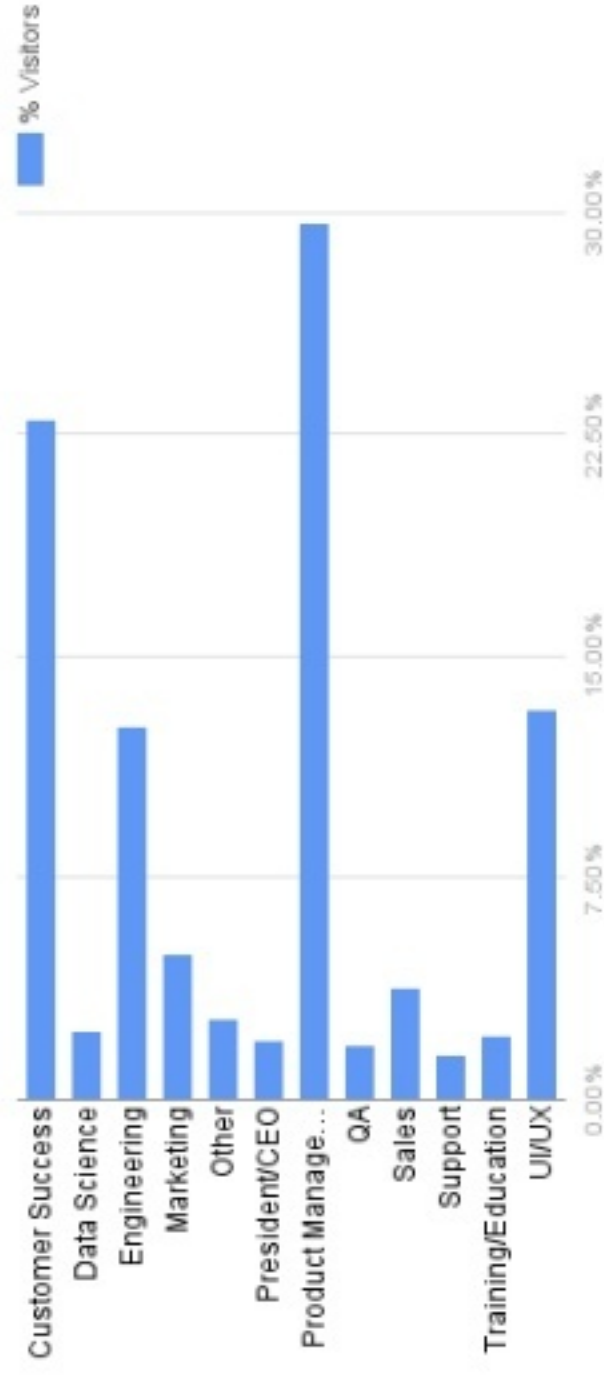
User Experience

See where users struggle and optimize the experience without development

Pendo Pitch Deck

User Engagement

Usage by Role



- Land in Product / UX
- Expand into Customer Success



How Infor Uses Pendo



Monitor end user performance to delight customers

- Standard across HCM Suite
- Combination of On-Premise, Single-tenant, and Multi-tenant products
- Negotiating Enterprise-wide Deal





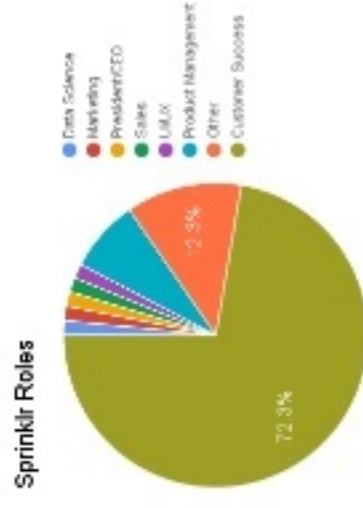
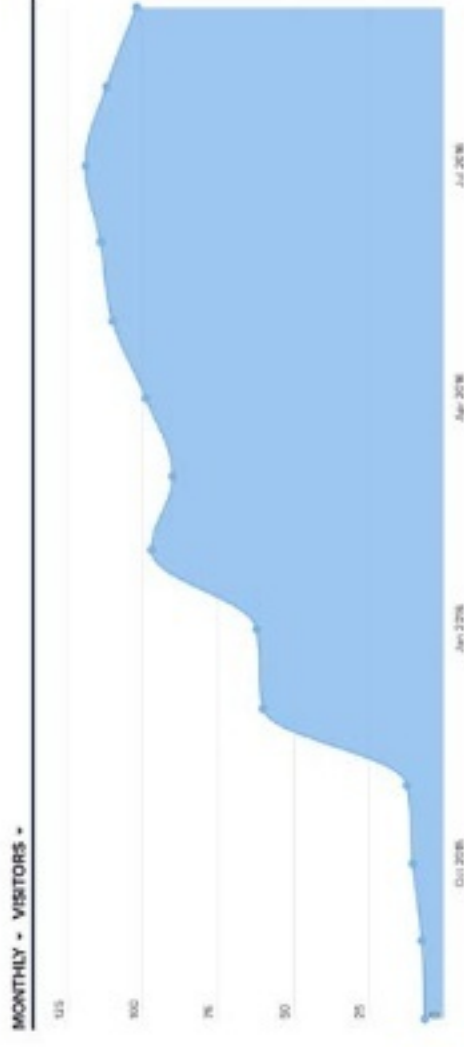
How Sprinklr Uses Pendo

Make help in-context instead of out-of-context



“If I look at my support tickets today, more than 60 - 70% of them are questions on how to use the product. Pendo is going to reduce the time we spend on support tickets, and give us a much better customer experience.”

- **Murali Swaminathan, EVP Client Success and Engineering**



Over 100 active users



#pendostories



TopPitchDeck



How Henry Schein Uses Pendo



Increased Customer Satisfaction

“On our last NPS poll in August, we saw a 55% response rate! [...] Oh, and as a result of improvements we made we raised our NPS by 53 points in 6 months”

- **Dan Larsen, Director of Product Management**



A few of our other customers...

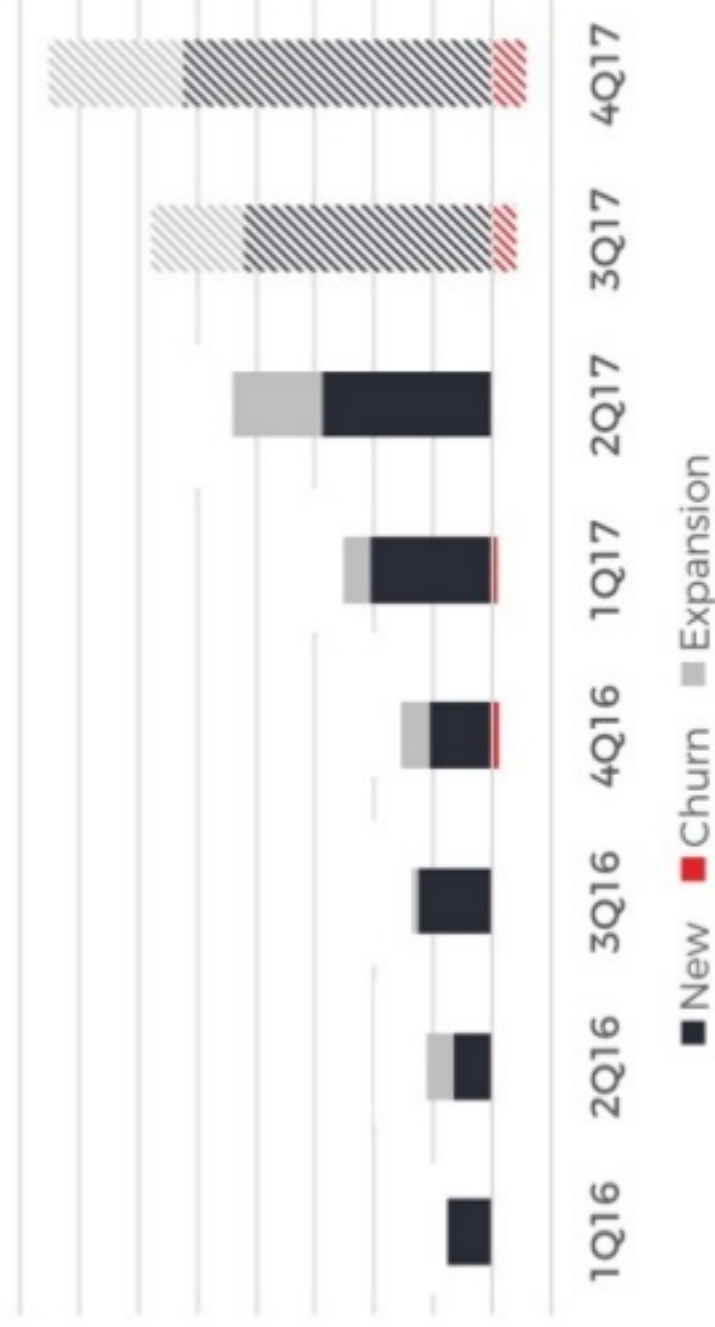
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Go to market

- **Type:** Direct, mostly inside sales team
- **Current Target Customer:** B2B web-based businesses
- **Target Persona:** Product management
- **Pricing:** Monthly active end users per product

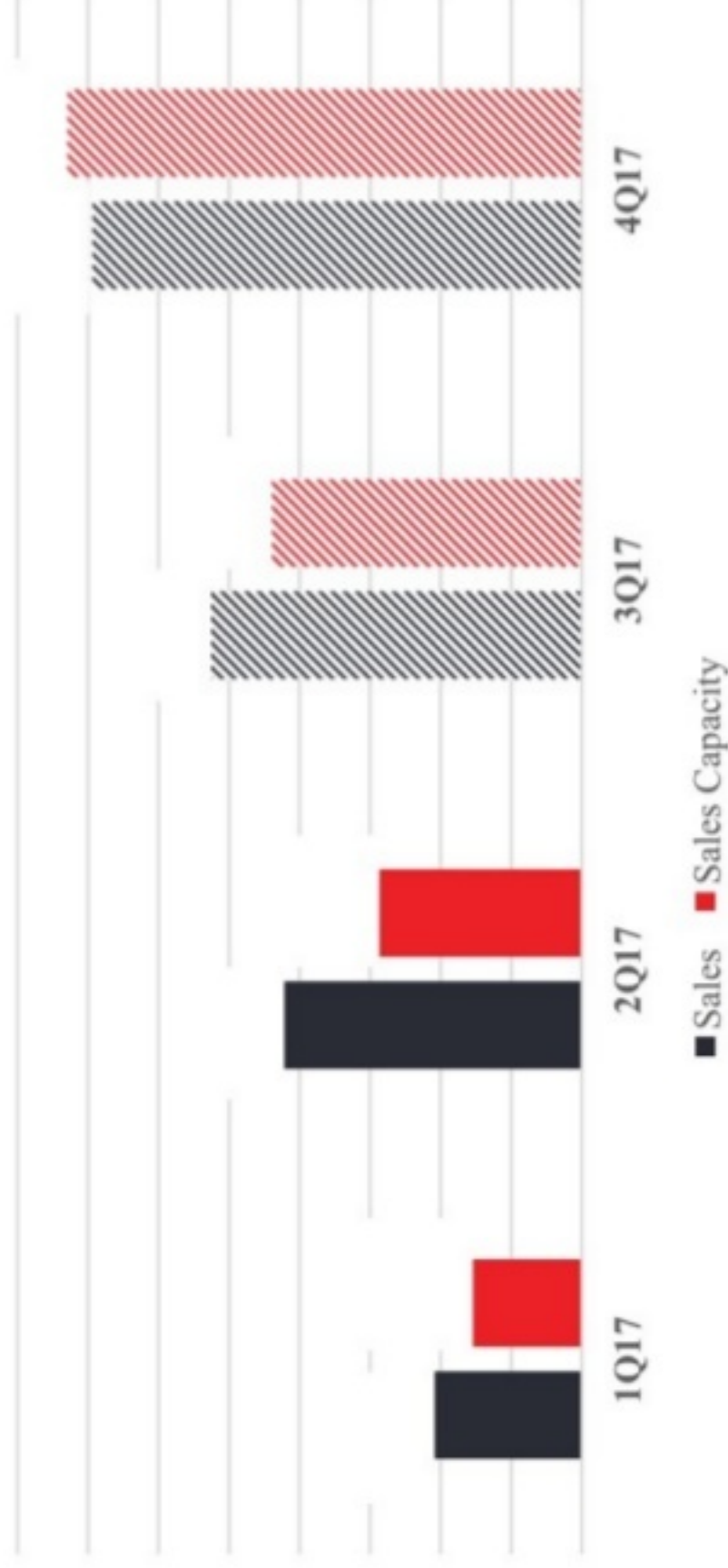
Net New ARR Growth

Net New ARR



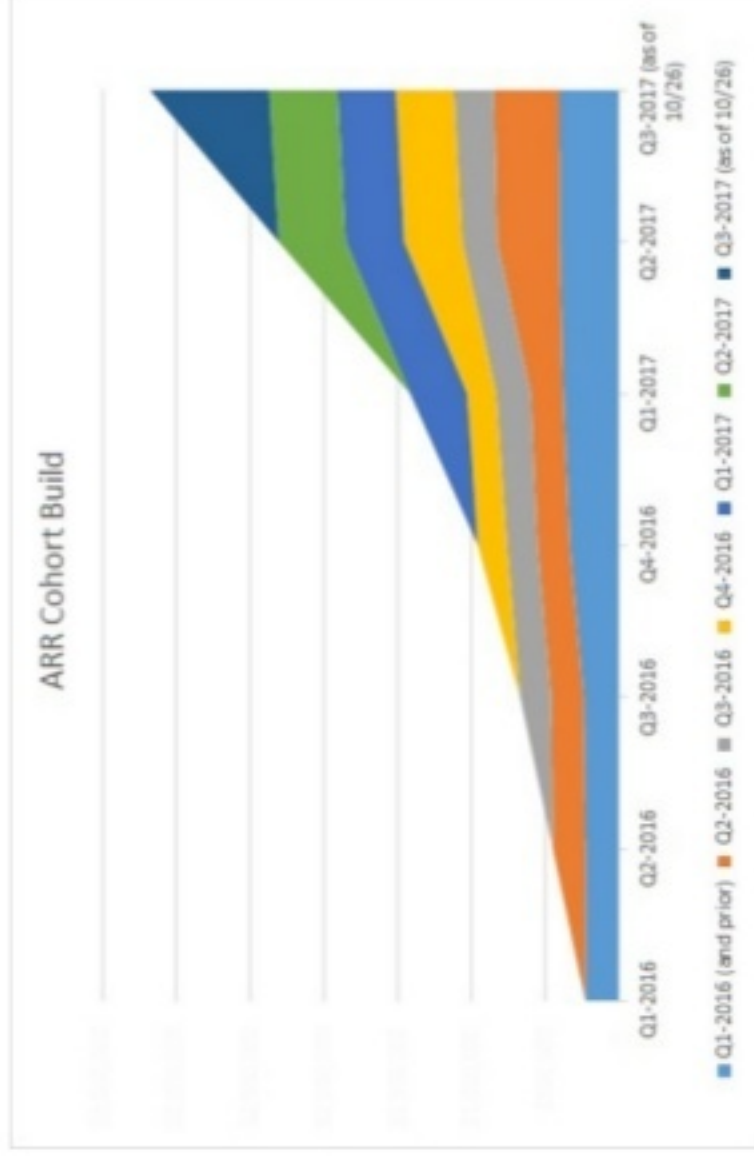
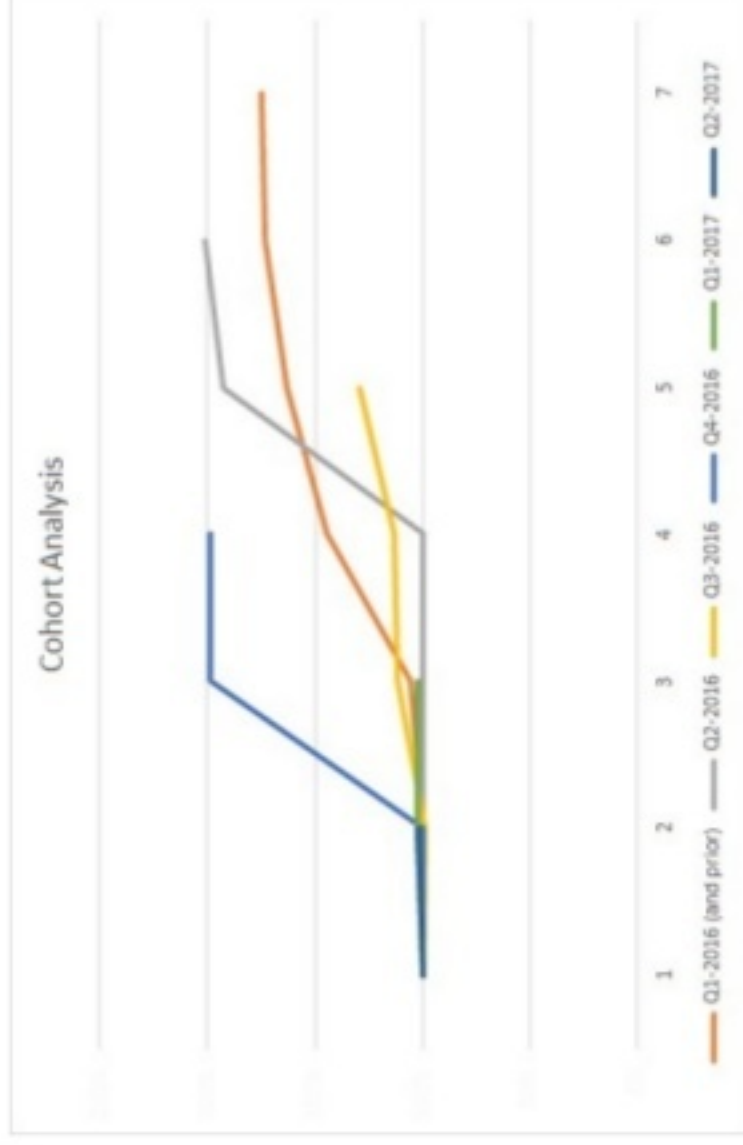
Sales Quota Capacity

Sales vs. Sales Capacity



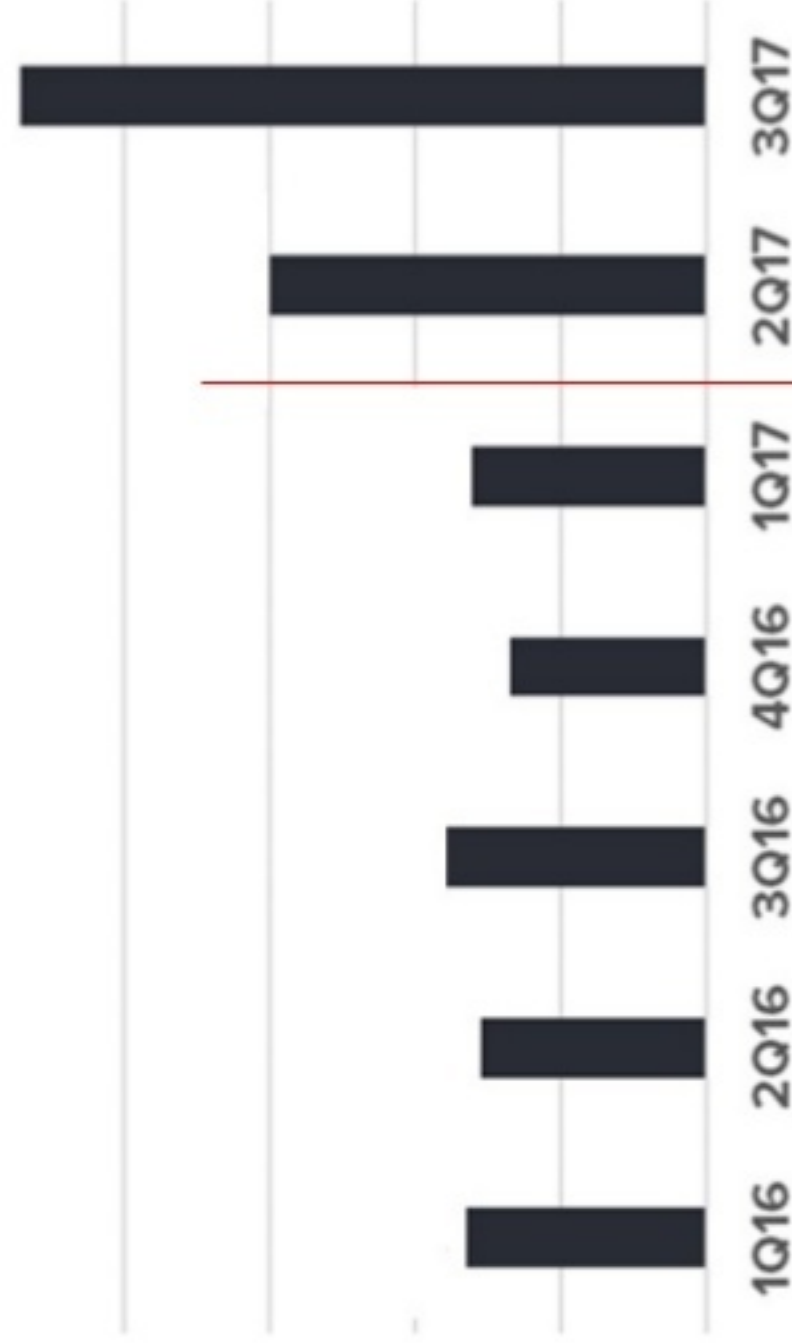
- Sales quota capacity is meeting and exceeding our new bookings goal.

Cohort Trending



New ASPs Trending Up

Avg. Revenue Per New Customer



3Q 2017 represents deals as of 10/12/2016

Moving Up Market to Serve Enterprise Customers



Total Addressable Market

Current Pipeline
Sample Customers

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B2B SaaS

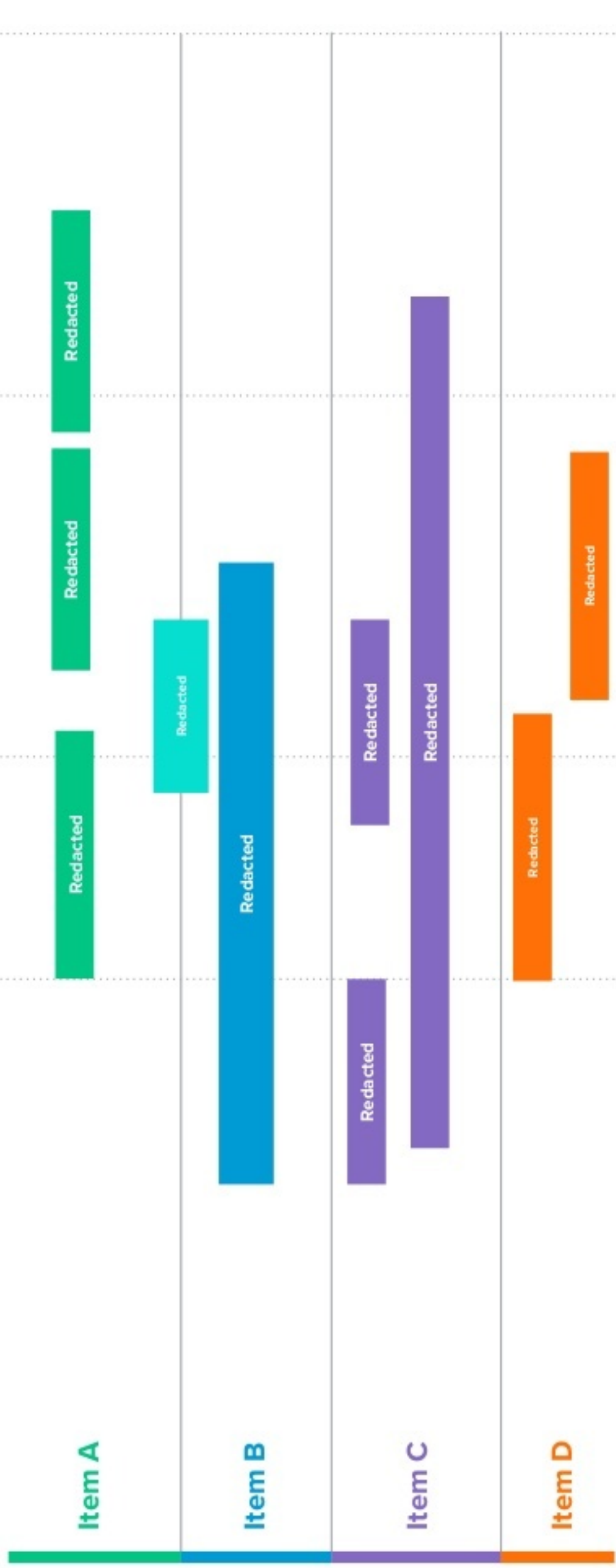
On-Premise
Application
Software

Digitally-Enabled Businesses &
Internal Applications

Competitive Analysis

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Roadmap



Forecast Summary & Fundraising

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Funding Plan

\$15M Series B, Q1 FY18

Proven Team

Fast Growing

Strong Customer References

Robust Product

COMPANY HIGHLIGHTS



www.pendo.io



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