



# DELIVERING TO EXCELLENCE AND HIGH PERFORMANCE



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EMS UKI Engineering



## UK&I FY26 OKRs

### 1 TRANSFORM CLIENT OUTCOMES with world-class innovation

- 1. **Deliver Ascend platform:**  
Deliver \$120m of revenue via our Ascend Platform
- 2. **Build our recurring revenue base:** 55%+ of new business flows to FY27 contracted base
- 3. **Accelerate Product Vitality:**  
12% of revenues from new products

### 2 EMPOWER CONSUMERS by being the platform they trust to make smart money moves

- 1. **Evolve Paid Membership:**  
Reach 760k paid members (CreditExpert and Protect)
- 2. **Expand Marketplace:**  
Help 1.4m consumers find the right credit product in our Marketplace
- 3. **Diversify Revenue:**  
Launch new growth verticals to hit \$1m monthly recurring revenue by Mar/26

### 3 INSPIRE A WINNING CULTURE centred around customers and the impact of our employees

- 1. **Improve B2B Transactional NPS** from 38 to 41
- 2. **Improve ECS blended Product NPS** from 24 to 32 (free and paid)
- 3. **Improve Employee Engagement** score by 2pts

### 4 BOOST SPEED, PRODUCTIVITY AND DIFFERENTIATION with technology and data

- 1. **Accelerate Product Development pace:**  
Reduce cycle time by 20%
- 2. **Improve Delivery success:**  
Attain strategic client delivery satisfaction of 8.5/10
- 3. **Expand Verifications & Open Banking data:** Deliver Verifications 40% hit rate (secured) and launch Consumer Permissioned Data initiative through ECS
- 4. **Transform Technology:**  
Drive automation, efficiency, and modernisation to reduce Technology costs to 25% of revenue



# EMS Goal: To be exceptional



01



Deliver exceptional revenue growth - 9% improvement, the highest in the UK region

03



Be famous for our effective operational & engineering efficiency throughout

02



Exceptional product development, delivery and Adoption to support 9% revenue growth in FY26

04



Be the best for talent, for commitment, for collaboration, for development, for purpose










# EMS FY26 OKRs




## 01 Growth

Deliver exceptional revenue growth - **9%** improvement, the highest in the UK region

-  Increase Digital revenue to \$16.4m
-  Execute 20 new opportunities above \$250K IYR
-  Enhance sales team performance to deliver pipe cover per person to 1.7
-  Exceptional PR, event marketing and partnerships to drive tangible sales value of \$3m in FY.
-  M&A: Bring forward min 1, goal 2 acquisitions, including Reward





## 02 Innovation & Launch

Exceptional product development, delivery and Adoption to support 9% revenue growth in FY26

-  Deliver 80% UK scale and improve accuracy by 50% for Consumer Sync in Q1
-  Delivery of all CAPEX projects to plan. generating incremental revenue of \$6.8m in FY26
-  Deliver \$21.8m revenue in FY26 from initiatives: Sync, Dynamic Data, MOSAIC, Worldview, Fetch/GOAD, Ascend.





## 03 Efficiency

Be famous for our effective operational & engineering efficiency throughout

-  Create **500** person days of capacity through process improvement
-  Create **25** Breakthroughs within the BU to make it easier to get things done
-  Ensure AI/automation contribute to a **20%** improvement in productivity across key engineering processes
-  Deliver Magpie within **June** deadline and enhance Magpie workflows to save **20%** in time taken

## 04 Develop real talent

Be the best for talent, for commitment, for collaboration, for development, for purpose

-  Ensure 100% critical talent have a development plan and our key talent are mapped to our most critical roles
-  Future proofing workforce
-  Each member of the LT to refresh their succession plan by end of Q1 and all LT to run one talent / succession session each quarter
-  Boost employee satisfaction by 10%\*

 Roofshots

 Moonshots



## ENGINEERING OKRS

### Objective 1

🎯 Deliver exceptional revenue growth - 9% improvement, the highest in the UK region

### Objective 2

Exceptional product development, delivery and Adoption to support 9% revenue growth in FY26

GROWTH



### Objective 4

Be the best for talent, for commitment, for collaboration, for development, for purpose

PEOPLE



**Objective 1: Deliver budgeted FY25 Revenue of \$61m(tbc) and EBIT of \$Ym through continued tight control & operational excellence**

**Key Results:**

1. **Achieve a 100% on-time and to budget delivery rate for all assigned projects.**
2. **Reduce project completion times by 20% through improved team collaboration, process improvement initiatives.**
3. Achieve a 30% increase in overall productivity metrics through application of reusable platforms, GenAI and CodeGenerative AI and solutions from Experian EMS internal or wider BU units or regions

**Objective 2 : Support Growth by Implementing AI-Driven Process Automation and Standardization**

**Key Results:**

1. Deploy AI solutions and standardise processes in at least three critical internal EMS workflow development areas.
2. Achieve a 25% reduction in processing time for automated and standardized tasks.

**Objective 3: Support Growth by Streamlining and Standardising Workflow Management**

**Key Results:**

1. Reduce the number of process steps by 15% without compromising quality through standardisation.
2. This can be achieved by:
  - Map out current workflows,
  - identify areas for improvement and automation, and Application of standards & processes.

**Objective 1: Increase Talent Density**

**Key Results:**

1. Increase the percentage of high-performing personnel [engineering] by 20% within the next year aligned to in flight and projected DigiTech and core capability programmes
2. Training and participation of Engineering staff on learning new AI tools, processes, and standards. With 100% target application in their existing projects.
3. Develop Succession opportunities by <100>%

**Objective 2: Foster a Culture of Continuous Improvement**

**Key Results:**

1. Launch a mentorship target program within Engineering with 90% of participating as mentors or mentees.
2. 80% participation of Engineering personnel in training / learning by doing that is tied to related skills and job roles in areas like innovation, AI, and automation planning and design for project assignments
3. Increase employee engagement scores by 99% in the GPTW pulse surveys.

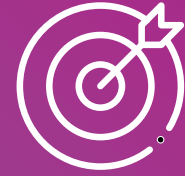




UKI Regional OKRs

# EMS SLT OKRS

FY2026

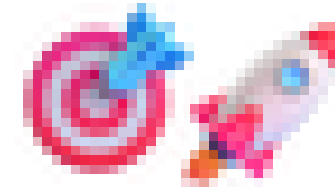


## Objective 3

### Efficiency

Be famous for our effective operational & engineering efficiency throughout

How will Engineering deliver



### SPEED, SCALABILITY and EFFICIENCIES

### SECURITY



- **Engineering Individual OKRS are Mapped to EMS SLT OKR**

#### Objective 1 : Simplify Processes and Workflows

1. **Reduce the number of steps in key workflows by 20% through automation, AI and/or process re or engineering.**
2. **Standardise 80% of development and deployment procedures across product development and deployment.**
3. **Achieve a minimum of 25% reduction in cycle time through the reuse of existing assets and components, compared to cycle time of 44\* days. (End 34 days min)**

#### Objective 2 : Enhance Scalability and Speed to deployment

1. Improve the ability of the systems and processes of our products to handle increased demand or growth efficiently, 20% increase in system scalability by Q4FY26
2. Identify and catalogue minimum 50 reusable components from Experian's reusable platform resources by Q2FY2025/26 -, such as Ascend Technology Platform, AIOps, Features, Activate, Feature Engineering, Data Hub, Dev Mate, Apollo 11...
3. Integrate at least 50% of identified reusable components from Experian's reusable platform resources into design and/or planning new projects by Q4 FY2025

\* based on agreed target cycle times for FY26 with UKI and Global Engineering Excellence forum

#### Objective 1 : Optimise our Platform security approaches

100% Compliance to Experian Group Security Office requirements for development, deployment and support.

In conjunction with the targets of EMS Security Officer, to support optimisation of our Platform security approaches by Q1FY25/26:

1. With clear accountability, visibility using metrics and reporting for all EMS capabilities
2. with proactive vulnerability management,
3. rapid issue resolution – within target EGSO SLA
4. appropriate escalation, and
5. this continue to be BAU managed within an appropriate cost envelope & monitored through strong KPI



# HOW WILL ENGINEERING TEAM DRIVE EXCELLENCE FOR EMS UKI?

# Effective Engineering efficiency throughout



## Product Roadmap with key, planned deliverables

Q1				Q2				Q3				Q4			
<b>Platforms</b> <ul style="list-style-type: none"><li>✓ Complete One Locate, Goad client migration</li><li>✓ Release Advanced Editing functionality</li><li>✓ Retire Goad 2.0</li><li>✓ UK Audience live in ATP</li><li>✓ DFM into Ascend Sandbox</li></ul>				<b>Platforms</b> <ul style="list-style-type: none"><li>✓ One Locate: Location Analyst beta</li><li>✓ Automated Billing &amp; Click Terms (beta)</li><li>✓ Aperture Enrichment live with Mosaic</li></ul>				<b>Platforms</b> <ul style="list-style-type: none"><li>✓ Complete One Locate, Location Analyst live</li><li>✓ Automated Billing &amp; Click Terms (live)</li></ul>				<b>Platforms</b> <ul style="list-style-type: none"><li>✓ One Locate into ATP</li><li>✓ App Library Functionality (beta)</li><li>✓ Retirement of Location Analyst</li><li>✓ Enrichment Platform (alpha)</li></ul>			
<b>Digital</b> <ul style="list-style-type: none"><li>✓ Real-Time API Personalisation (alpha)</li><li>✓ Snowflake CleanRoom Native App (beta)</li><li>✓ Audigent Data Ingestion (live)</li><li>✓ AI-Web Scraping Tool (live)</li><li>✓ ML Confidence Score (live)</li></ul>				<b>Digital</b> <ul style="list-style-type: none"><li>✓ Real-Time API Personalisation (beta)</li><li>✓ Snowflake CleanRoom Native App (live)</li><li>✓ Cloud Migration (live)</li></ul>				<b>Digital</b> <ul style="list-style-type: none"><li>✓ Real-Time API Personalisation (live)</li><li>✓ EU Sync (alpha)</li></ul>				<b>Digital</b> <ul style="list-style-type: none"><li>✓ EU Sync (beta)</li></ul>			
<b>Data</b> <ul style="list-style-type: none"><li>✓ Mosaic 8 Launch on FY25 data</li><li>✓ Segmentation Portal Update</li><li>✓ Enrichment PoC</li></ul>				<b>Data</b> <ul style="list-style-type: none"><li>✓ Mosaic Financial Release</li></ul>				<b>Data</b> <ul style="list-style-type: none"><li>✓ FY26 Data Update</li><li>✓ Segmentation Portal Update</li></ul>				<b>Data</b> <ul style="list-style-type: none"><li>✓ Mosaic Spend Beta</li></ul>			

✓ Blue: Requires SPC Approval  
✓ Purple: SPC Approval Received

Roadmap is subject to change and changes will be highlighted in future iterations





9

>>>HOW WE WILL ENSURE THAT DELIVERY IS TO TARGET TIME , QUALITY

>>>HOW WILL WE OPTIMISE AI, AUTOMATION and PROMOTE SPEED?

Introducing:

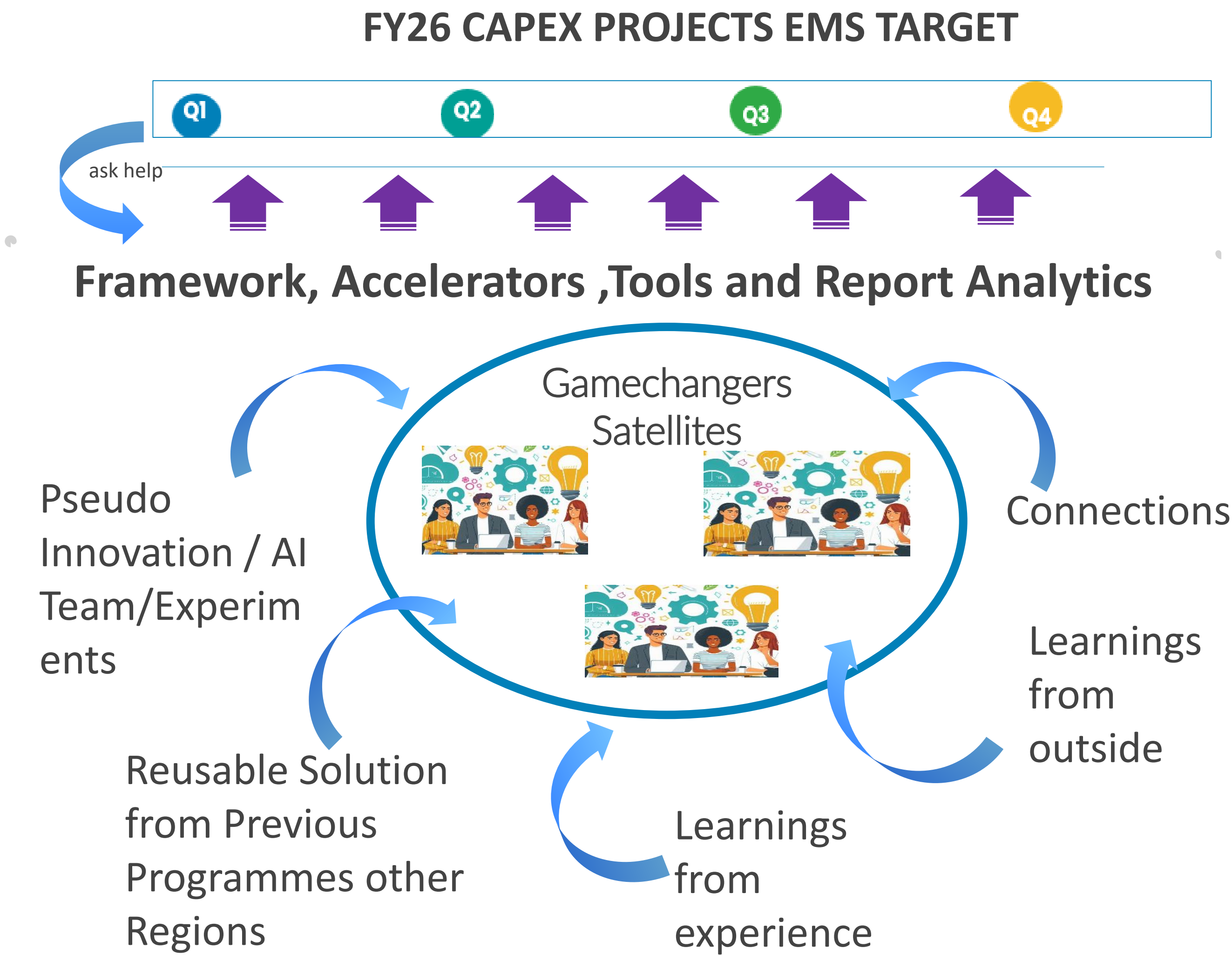
GAMECHANGERS SATELLITES

**Purpose:** Support to achieve Technical Delivery Excellence, to help ensure that all our Engineer assigned can successfully deliver the projects to target and with excellence, help identify true problems and solution by sound boarding , leveraging seniors' expertise, AI developed, automation AI ideation, reusable artefacts and network and Standardisation.

**Leadership:** Senior LEAD Engineers will lead these Satellites, each Senior Lead is assigned to a project, also Aspiring Leaders can also volunteer to duo with Senior LEAD

**Cadence:** Weekly check-ins. Initiated by the Senior LEAD Engineer

**Effort to be Utilised:** (OPEX) 20% and time savings from AI, automation, innovation, and reuse. ( Exception: are the new Vendor Capex roles who will utilise full 100% of time to Project)





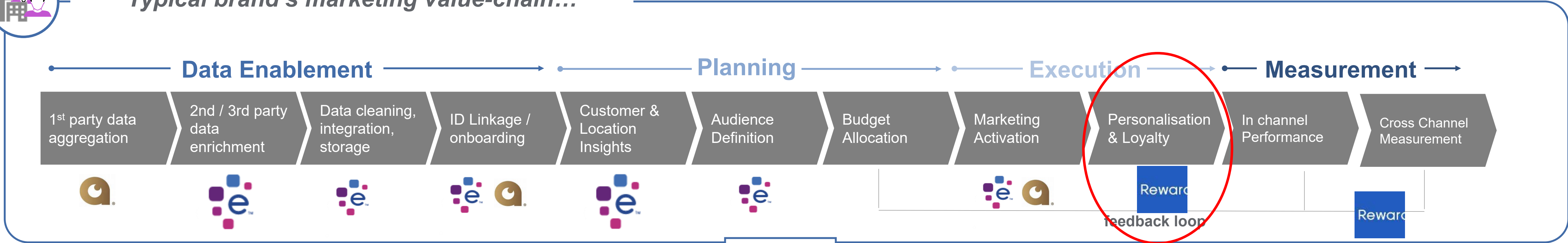
NEXT....



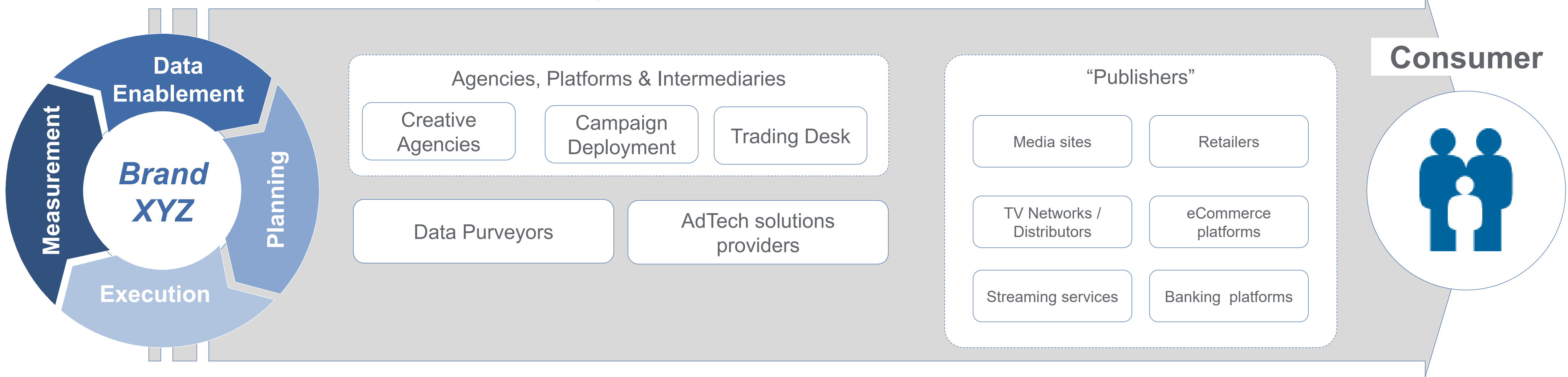
EMS is on a path to building modularized, platform capability. Reward fills a current gap in that capability.



Typical brand's marketing value-chain...



...implemented via a complex ecosystem of providers and intermediaries







# PRODUCT TEAM PLANS



Product Roadmap with key, planned deliverables

- ✓ Blue: Requires SPC Approval
- ✓ Purple: SPC Approval Received



Q1	Q2	Q3	Q4
<div><p><b>Platforms</b></p><ul style="list-style-type: none"><li>✓ Complete One Locate, Goad client migration</li><li>✓ Release Advanced Editing functionality</li><li>✓ Retire Goad 2.0</li><li>✓ UK Audience live in ATP</li><li>✓ DFM into Ascend Sandbox</li></ul><p><b>Digital</b></p><ul style="list-style-type: none"><li>❖ Real-Time API Personalisation (alpha)</li><li>❖ Snowflake CleanRoom Native App (beta)</li><li>❖ Audigent Data Ingestion (live)</li><li>❖ AI-Web Scraping Tool (live)</li><li>✓ ML Confidence Score (live)</li></ul><p><b>Data</b></p><ul style="list-style-type: none"><li>✓ Mosaic 8 Launch on FY25 data</li><li>✓ Segmentation Portal Update</li><li>✓ Enrichment PoC</li></ul></div>	<div><p><b>Platforms</b></p><ul style="list-style-type: none"><li>✓ One Locate: Location Analyst beta</li><li>✓ Automated Billing &amp; Click Terms (beta)</li><li>✓ Aperture Enrichment live with Mosaic</li></ul><p><b>Digital</b></p><ul style="list-style-type: none"><li>✓ Real-Time API Personalisation (beta)</li><li>✓ Snowflake CleanRoom Native App (live)</li><li>✓ Cloud Migration (live)</li></ul><p><b>Data</b></p><ul style="list-style-type: none"><li>✓ Mosaic Financial Release</li></ul></div>	<div><p><b>Platforms</b></p><ul style="list-style-type: none"><li>✓ Complete One Locate, Location Analyst live</li><li>✓ Automated Billing &amp; Click Terms (live)</li></ul><p><b>Digital</b></p><ul style="list-style-type: none"><li>✓ Real-Time API Personalisation (live)</li><li>✓ EU Sync (alpha)</li></ul><p><b>Data</b></p><ul style="list-style-type: none"><li>✓ FY26 Data Update</li><li>✓ Segmentation Portal Update</li></ul></div>	<div><p><b>Platforms</b></p><ul style="list-style-type: none"><li>✓ One Locate into ATP</li><li>✓ App Library Functionality (beta)</li><li>✓ Retirement of Location Analyst</li><li>✓ Enrichment Platform (alpha)</li></ul><p><b>Digital</b></p><ul style="list-style-type: none"><li>✓ EU Sync (beta)</li></ul><p><b>Data</b></p><ul style="list-style-type: none"><li>✓ Mosaic Spend Beta</li></ul></div>

Roadmap is subject to change and changes will be highlighted in future iterations



# FY26 Platform Roadmap



	Q1 April – June 2025	Q2 July – Sept 2025	Q3 Oct – Dec 2025	Q4 Jan – March 2026
<div>One Locate</div>	<div><div>✓Release next generation Goad Portal to existing users including strategic clients (o)</div><div>✓Release Advanced Editing functionality to all users on a 3-month trail basis to encourage adoption and drive demand (c)</div><div>✓Release enhanced reporting to monitor usage at a project level for auditing purposes (o)</div><div>✓Enabling annual Goad plan expiry dates to create continued revenue income (o)</div><div>✓Release functionality to give admin users approval controls for plan subscriptions (o)</div><div>✓Release static vs dynamic plan updates (o)</div><div>✓Deliver Location Analyst data visulisation MVP prototype for internal testing with a handful of existing clients (o)</div><div>✓BAU product backlog items released based on user feedback and product value (o)</div></div>	<div><div>✓Location Analyst beta testing with broader range of existing clients (o)</div><div>✓Deliver Location Analyst profile reporting MVP prototype for alpha internal and client testing (o)</div><div>✓One Locate Marketplace which creates a shop window for new product features and datasets to be listed to measure client demand and likely adoption (c)</div><div>✓Automated billing (c)</div><div>✓Click to accept terms and conditions (c)</div><div>✓Deliver prototype to alpha test with clients illustrating data diversification with web scrapped information in One Locate (c)</div><div>✓BAU product backlog items released based on user feedback and product value (o)</div></div>	<div><div>✓Release Location Analyst data visualisation to existing Goad Portal and Location Analyst clients (o)</div><div>✓Release One Locate development items included in SPC case:<div><div>• One Locate Marketplace which creates a shop window for new product features and datasets to be listed to measure client demand and likely adoption (c)</div><div>• Automated billing (c)</div><div>• Click to accept terms and conditions (c)</div></div></div><div>✓Create App Library MVP POC (c)</div><div>✓BAU product backlog items released based on user feedback and product value (o)</div></div>	<div><div>✓Release Location Analyst profile reporting to existing Goad Portal and Location Analyst clients (o)</div><div>✓POC of One Locate digital proposition for onboarding geo-spatial data and insights to enable multi-channel audience activation (o)</div><div>✓App Library MVP beta testing with existing clients (c)</div><div>✓BAU product backlog items released based on user feedback and product value (o)</div></div>
<div>Ascend Platform</div>	<div><div>✓UK Audience Engine Live on Ascend Platform (o)</div><div>✓Addition of DFM to Sandbox (o)</div></div>			<div>✓One Locate on Ascend Sandbox (c)</div>



# FY26 Consumer Sync




	Q1 April – June 2025	Q2 July – Sept 2025	Q3 Oct – Dec 2025	Q4 Jan – March 2026
<div> Client release</div>	<div><div>✓ Client integrations (TTD EUID, Crimtan OneTag, LG, Trainline, MiQ)* (c)</div><div>✓ EU IP Linkage (Trainline, Euronews) (o)</div><div>✓ EU Client Match Test</div><div>✓ Real-Time API Personalisation (o)</div><div>✓ Snowflake CleanRoom Native App (c)</div><div>✓ Updating the Consumer Sync Client Output process (to include HHK) (o)</div></div>	<div><div>✓ Client integrations (Samba, Semasio, BBC via Infosum, Circana, Magnite)* (c)</div><div>✓ EU IP Linkage (LG) (o)</div><div>✓ EU Client Match Test</div><div>✓ Real-Time API Personalisation (o)</div><div>✓ Snowflake CleanRoom Native App (c)</div></div>	<div><div>✓ Client integrations* (TBC) (c)</div><div>✓ Real-Time API Personalisation (o)</div><div>✓ EU Identity Solution** (c)</div><div>✓ Snowflake CleanRoom Native App (o)</div></div>	<div><div>✓ Client integrations* (TBC) (c)</div><div>✓ EU Identity Solution** (c)</div></div>
<div>Internal Improvements</div>	<div><div>✓ Cloud Migration (c)</div><div>✓ Audigent Data Ingestion (c)</div><div>✓ AI-Web Scrapping Tool (c)</div><div>✓ Truthset Development (ECS Data) (o)</div><div>✓ Graph Improvements – Confidence Score (o)</div></div>	<div><div>✓ Cloud Migration (c)</div></div>		

# FY26 Mosaic UK

POC   Alpha   Beta   General Release



Description (o) for Opex & Description (c) for capex

	Q1 April – June 2025	Q2 July – Sept 2025	Q3 Oct – Dec 2025	Q4 Jan – March 2026
<div> Client release</div>	<ul style="list-style-type: none"><li>✓ Mosaic UK8: General Release ©<ul style="list-style-type: none"><li>✓ HH, Person, PC Dominant flat files available on AU24 basefile through Bureau</li><li>✓ Core Grand Index</li><li>✓ Segmentation Portal (Core)</li><li>✓ London Launch (24<sup>th</sup> June)</li><li>✓ Available on AU24 in iCoder Online (O) M7 – TBC</li></ul></li><li>✓ Mosaic UK8 proof of concept delivery via Aperture enrichment © - TBC</li></ul>	<ul style="list-style-type: none"><li>✓ Mosaic UK8: General Release ©<ul style="list-style-type: none"><li>✓ HH, Person, PC Dominant, Factors flat files available on <u>AU25</u> basefile through Bureau</li><li>✓ Available through App Library/Allocate</li><li>✓ Nottingham Launch (9<sup>th</sup> July)</li></ul></li><li>✓ Mosaic Financial: Beta release ©<ul style="list-style-type: none"><li>✓ HH, Person, PC Dominant, Factors flat files available on AU25 basefile through Bureau on UK24 Annual Update base</li><li>✓ Basic Grand Index</li></ul></li><li>✓ UK25 Mosaic UK8 &amp; Financial available for delivery via Aperture enrichment ©</li></ul>	<ul style="list-style-type: none"><li>✓ Mosaic UK8: General Release ©<ul style="list-style-type: none"><li>✓ All elements available on ConsumerView, API, iCoder</li><li>✓ Data Packs: Grand Index and Segmentation Portal release</li></ul></li><li>✓ Mosaic Financial: General Release ©<ul style="list-style-type: none"><li>✓ HH, Person, Postcode Dominant available through ConsumerView, API, iCoder, App Library/Allocate</li><li>✓ Grand Index</li><li>✓ Segmentation Portal</li><li>✓ HH / PC Factors available as flat file through Bureau</li></ul></li></ul>	<ul style="list-style-type: none"><li>✓ Mosaic Financial: General Release ©<ul style="list-style-type: none"><li>✓ HH/PC Factors available through ConsumerView &amp; iCoder Online</li></ul></li><li>✓ Mosaic Spend: Beta ©<ul style="list-style-type: none"><li>✓ Person flatfile available through Bureau</li><li>✓ Basic Grand Index</li></ul></li></ul>




# FY26 Consumer View & Propensities

POC   Alpha   Beta   General Release

Description (o) for Opex & Description (c) for capex



	Q1 April – June 2025	Q2 July – Sept 2025	Q3 Oct – Dec 2025	Q4 Jan – March 2026
 ConsumerView and Propensities	<ul style="list-style-type: none"><li>✓ Core Propensities: refreshed on to UK24, available for downstream delivery; Bureau, Database, iCoder Online and Digital Taxonomy</li><li>✓ Core Propensities refreshed in iCoder Online</li></ul>	<ul style="list-style-type: none"><li>✓ Consumerview data update in Product Development</li></ul>	<ul style="list-style-type: none"><li>✓ ConsumerView Annual update release (pushed back from October to November due to DO resource restrictions)</li><li>✓ UK25 HH and Postcode Directory</li><li>✓ UK25 CV API update</li><li>✓ UK25 iCoder Annual Update</li></ul>	<ul style="list-style-type: none"><li>• Core Propensities: refreshed on to UK25, available for downstream delivery; Bureau, Database, iCoder Online and Digital Taxonomy (TBC)</li></ul>

# FY26 Roadmap | WorldView

	Q1 April – June 2025	Q2 July – Sept 2025	Q3 Oct – Dec 2025	Q4 Jan – March 2026
 WorldView	<ul style="list-style-type: none"><li>✓ WorldView 2024 Annual Update (o)<ul style="list-style-type: none"><li>✓ Socio-demographics</li><li>✓ WorldView Segments</li><li>✓ Consumer Expenditure</li><li>✓ POI</li><li>✓ Daytime population</li><li>✓ WorldView API</li></ul></li><li>✓ Eyeota, Adsquare, TTD &amp; Audigent geo-level data updates (o)</li></ul>		<ul style="list-style-type: none"><li>✓ WorldView 2025 Annual Update (o)<ul style="list-style-type: none"><li>✓ Socio-demographics</li><li>✓ WorldView Segments</li><li>✓ Consumer Expenditure</li><li>✓ POI</li><li>✓ Daytime population</li><li>✓ WorldView API</li></ul></li><li>✓ Eyeota, Adsquare, TTD &amp; Audigent geo-level data updates (o)</li></ul>	

# FY26 Local Area Data Update/LA



	Q1 April – June 2025	Q2 July – Sept 2025	Q3 Oct – Dec 2025	Q4 Jan – March 2026
<div><div><div>Client release</div></div></div>	<div><div>✓UK25 LAD Phase A Development (O)</div><div>✓Rebuild of Census 2021 Current Year Estimates (O)</div></div>	<div><div>UK25 LAD Phase A released internally, includes: new releases of</div><div>✓Census 2021 Current Year Estimates (New)</div><div>✓Mosaic UK 8 Datasets (New)</div><div>✓UK25 Morrisons Annual Refresh – release to installations team (O)</div><div>✓UK25 LAD Phase B Development (O)</div></div>	<div><div>UK25 LAD Phase B release internally, includes: (O)</div><div>✓Census 2021 Five Year Projections (New)</div><div>✓Mosaic Financial (New)</div><div>•</div><div>UK25 Location Analyst Phase A – refreshing data inputs released in Phase A and B (O)</div><div>UK25 LAD Phase C &amp; D Development (O)</div></div>	<div><div>UK25 LAD Phase C release internally: (O)</div><div>UK25 LAD Phase D release internally, includes: (O)</div><div>UK25 Location Analyst Phase B – refreshing Retail Planner data (O)</div></div>



# EMS product stages

Duration of each stage is variable

## Proof of Concept (POC)

Rudimentary offering presented to early adopters. Determine if we pursue as a formal product.

**Total clients:** 0-1

**Pricing:** Lower cost/free trial

**Marketing:** None or limited

**Internal Training:** Ad hoc for impacted team members

**Client Validation:**

## Alpha

Product has gone through internal testing. Verify functionality and gather feedback from a limited set of clients.

**Total clients:** 1-2

**Pricing:** Lower cost/free trial

**Marketing:** Limited

**Internal Training:** Technical teams and sales leadership

## Beta

Finalized feature and functionality for offering. Ready to test product on larger scale with limited set of clients.

**Total clients:** 3-5

**Pricing:** Final rate cards and contracts

**Marketing:** Limited

**Internal Training:** Technical teams and sales leadership

## General Availability (GA)

Wide release of product internally and externally.

**Total clients:** Unlimited

**Pricing:** Final rate cards and contracts

**Marketing:** Full support internally and externally

**Internal Training:** Entire EMS sales, customer success and operation teams



1 week		Robin (E5)	60%	Robin (E5)	60%	Robin (E5)	60%	Robin (E5)	60%	Robin (E5)	60%	Engineer 4	Vanessa
		Deekshith (E10)	80%	Deekshith (E10)	80%	Deekshith (E10)	80%	Deekshith (E10)	80%	Deekshith (E10)	80%	Engineer 5	Robin
						TBH (E6)	80%	TBH (E6)	80%	TBH (E6)	80%	Engineer 6	TBH
						TBH (T1)	80%	TBH (T1)	80%	TBH (T1)	80%	Engineer 7	Nanda
Client Integrations		Khairuddin (E2)	20%	Khairuddin (E2)	20%	Robin (E5)	20%	Sujit (E1)	20%	Sujit (E1)	20%	Engineer 8	Sravani
		Sujit (E1)	20%					Robin (E5)	20%			Engineer 9	Anirudh
Audigent		Sujit (E1)	20%	Sujit (E1)	40%	Sujit (E1)	40%					Engineer 10	Deekshith
		Robin (E5)	20%	Robin (E5)	20%	Robin (E5)	20%					Engineer 11	Dave
		Andy (A1)	TBC	Andy (A1)	TBC							Analytics 1	Griff
		Adam (A2)	TBC	Adam (A2)	TBC							Analytics 3	Elena
		Elena (A3)	TBC	Elena (A3)	TBC							Analytics 2	Adam
Squad 1 TFS Plan Equivalent		Nathan	5.00h	Nathan	5.00h	Nathan	5.00h	Nathan	5.00h	Nathan	5.00h	Lead	Anush
		Sujit	5.00h	Sujit	5.00h	Sujit	5.00h	Sujit	5.00h	Sujit	5.00h	Architecture	Anush
		Khairuddin	5.00h	Khairuddin	5.00h	Khairuddin	3.75h	Khairuddin	3.75h	Khairuddin	3.75h	Testing 1	Vandana
		KalluSrujan	2.0h	KalluSrujan	3.75h	KalluSrujan	3.75h	KalluSrujan	3.75h	KalluSrujan	3.75h	Testing 2	Vandana
		Vanessa	1.25h	Vanessa	2.5h	Vanessa	2.5h	Vanessa	2.5h	Vanessa	2.5h	Testing 3	Arun
		Robin	5.00h	Robin	5.00h	Robin	5.00h	Robin	5.00h	Robin	3.0h		
		Deekshith	5.00h	Deekshith	5.00h	Deekshith	5.00h	Deekshith	5.00h	Deekshith	5.00h		
		Andy	2.5h	Andy	2.5h	Andy	2.5h	Andy	2.5h	Andy	2.5h		
		Adam	5.00h	Adam	5.00h	Adam	5.00h	Adam	5.00h	Adam	5.00h		
		Elena	5.00h	Elena	5.00h	Elena	5.00h	Elena	5.00h	Elena	5.00h		
						TBH Engineer	5.00h	TBH Engineer	5.00h	TBH Engineer	5.00h		
						TBH Tester	5.00h	TBH Tester	5.00h	TBH Tester	5.00h		
						TBH Tester	5.00h	TBH Tester	5.00h	TBH Tester	5.00h		
2 weeks	Web-Scraping	Nanda (E7)	40%	Nanda (E7)	40%	Nanda (E7)	40%	Nanda (E7)	40%	Nanda (E7)	40%		
		Dave (E11)	50%	Dave (E11)	50%	Dave (E11)	50%	Dave (E11)	50%	Dave (E11)	50%		
		TBH (T1)	40%	TBH (T1)	40%	TBH (T1)	40%	TBH (T1)	40%	TBH (T1)	40%		
	Snowflake	Vanessa (E4)	40%	Vanessa (E4)	40%	Vanessa (E4)	40%	Vanessa (E4)	40%				
		Sravani (E8)	40%	Sravani (E8)	40%	Sravani (E8)	40%	Sravani (E8)	40%				
		Anirudh (E9)	80%	Anirudh (E9)	80%	Anirudh (E9)	80%	Anirudh (E9)	80%				
		Nathan	80%	Nathan	80%	Nathan	80%	Nathan	80%	Nathan	80%		
		Mounika		Mounika		Mounika		Mounika		Mounika			
TFS Ready													