Should you Build or Buy AI How Rubrik Provides World-Class Proactive Support Utilizing Artificial Intelligence

## **Madison Provost**

Hello everyone, and welcome to today's TSIA Interact session. Should you build or buy AI? How Rubrik provides world class proactive support utilizing artificial intelligence.

My name is Madison Provost, and I'll be your host today. Before we get started, here a few housekeeping items. We'll be having polling and Q& A during the session, which can be found in the tab with a bar chart icon within the audience engagement panel to the right of the session player.

We encourage your commenting questions at any time throughout the session. We also encourage you to complete the session evaluation before you leave the session, which can be found in the tab with a question mark within the audience engagement panel.

I would now like to introduce you to our presenters today, Giri Lyer, senior vice president of global customer support and success ar Rubrik. And Krishna Raja, founder and CEO of SupportLogic.

We have a lot of exciting content to cover, so let's jump in and get started. Giri and Krishna over to you.

## **Krishna**

Thanks Madison. Giri, welcome to this session. I know we have known each other for quite some time and it'll be great if you can start introducing yourself first, give a little bit more about background about yourself, and then I will introduce myself and then we can get started with the session.

## **Giri Lyer**

Sure. Good morning, good afternoon, good evening to all the participants in this talk. And thanks Madison. So a little bit about myself, Giri Lyer. I've been with Rubrik now for a little over four and a half years.

My DNA, all my experiences are all in providing support to customer and that spans about 32 years in the industry, primarily working with startups.

This is my sixth startup Rubrik. And generally I've been kind of engaged in all functions within support delivery, all the way you from technical support, training, customer success and enjoying every bit of it obviously.

## **Krishna**

Yeah. Giri, I just want to add one thing. When I first met you, it was very clear to me that you have a vision for support, which I thought was pioneering in a lot of ways.

And so our partnership for me has been very productive for a startup because we are a startup, we are looking for visionary companies and visionary leaders like you.

So I just want to mention that. So I think this probably will come up in the discussion today. Some of the ideas that you have or how you looking at support, how you are changing support from this traditional reactive mode to the proactive mode.

And also your viewpoints on how support should be, how support engineer should handle customers, which also I thought was very insightful.

So hopefully we'll get to discuss all of that today. Let me do a quick introduction about myself. So I'm Krishna, I am the founder and CEO of SupportLogic.

And my roots also is support. I actually was a support engineer and I did manage escalations for a company called VMware when they were really small.

And the whole process was very, very insightful. I come from engineering background and yet I ended up doing support. But my engineering background and the product mindset that I had really started making me to look at support from a very different angle.

What kind of insights that support has, how could that insights can be transferred, knowledge transfer to engineering and product organizations and how overall you can improve the product.

So that's the angle I was always looking at and support and customer escalations. One thing that stood out for me during my experience at VMware where I spent 10 years, when I joined the support team was five people, I believe now it's many thousand people in the support organization.

One thing stood out for me was the voice of the customer gets lost in various different siloed systems of Racket within an organization.

Be it your ticketing system, your discussion forums, your chat conversations, your Zoom conversations and sometimes you may have internal conversations within the company.

And a lot of customer knowledge is fragmented and the signals are lost, makes it very difficult to transfer that knowledge and make that a central nervous system of the company.

And I saw this was an opportunity for an industry to go and disrupt it and that's what led me to start SupportLogic at a very high level. What we do is we are a platform on top of your existing systems of record.

We use AI specifically natural language processing to extract signals from this various different siloed systems of record. Primarily focused on unstructured data, but also we're taking the account, your existing metadata.

And we drive a lot of unique value proposition to our customers. We give early warning system, we alert the right stakeholders in the company proactively.

We're able to route the cases to the right domain expert in the company. We can predict escalations. We can help coach agents. We can spot customer trends, and then we can give an account health, overall account health.

So that's the nutshell of what our product does, and we'll get a chance to talk more about it as we go deep dive into the session. The core technology that we have built within SupportLogic is a signal extraction engine using natural language processing.

And this came from my experience doing support, which is human beings are really good at extracting signals and understanding context.

So when we read something, we understand customer emotions, we understand why the customer's frustrated, we understand what the customer's trying to do with the product, what improvements can be done with the product.

We are really, really good in understanding it, but that's not what is captured in the ticketing system. What gets captured in ticketing system it's a very small set of details.

So what our technology does here is, we scan through every support interaction that you're having with your customers, and we extract various different flow layers of signals from everything, from why the customer is frustrated, what is causing confusion for our customers?

Is there documentation gap? Is there a revenue impact? So on so forth. Once we extract the signals, we also make assessment for every interaction that you're having with the customer.

What is this dynamic sentiment is core of the customer? What is the agent interaction looks like? Is it a positive agent interaction or a negative agent interaction? And what is the overall account build?

These are context that you can maintain across interaction boundaries, across case boundaries, across even many reporters within a given customer account.

So we use the signals and the context that we build to predict what might happen with a particular account. For example, we can predict which case going to get escalated.

We can predict churn risk possibilities, and also we can predict who's the right domain expert within the company who can handle the issue. So that's the nature of what SupportLogic does and the founding vision behind the company.

With that said, Giri, we do have a poll question before we start the session today. So here's a poll question.

We're really keen on understanding what the audience thinks about their strategy towards using artificial intelligence. So let's give some time for the audience to answer the poll question.

Giri, would you like to add anything to what I've just said so far?

## **Giri Lyer**

No. I think that last slide Krishna, kind of gives the audience the ability to visualize the loss of signals if you don't have intelligent systems that are operating on the conversations that your support teams are having with their customers, right.

I also believe having been a support engineer in the past myself in past life, we are fixated on solving the technical problem. We sometimes we put blinders on because our minds work that way. We are trying to solve the problem at hand, we don't necessarily react to the other nuances that the customer is conveying and our focus is purely on that.

So systems like this truly allow you to really understand the customer interaction. How is the customer feeling? And sometimes they may be very subtle signals that you will not be able to capture if your mind is focused on solving a technical problem or interaction you're having at a technical level.

So I think that last slide really does convey the amount of signal loss that you can have in conversations, if you don't have systems of intelligence operating on these conversations.

## **Krishna**

Yeah. Giri, from my personal experience also when I was a support engineer, one thing that stood up for me is, once you have a relationship with your customers, you end up becoming trusted advisors.

## **Giri Lyer**

Right.

## **Krishna**

And customers start to share more candid things to you, which normally they wouldn't do it in a sales conversations or in other surveys, even in surveys.

So you learn a lot about what the customer is happy about and not happy about. And also you learn about upsell and cross sell opportunities. The number of times my customers that I've interacted with have asked me," Hey, what is the best solution for this?

What do you recommend for this?" Right. And as a support engineers, you typically don't have workflows for that, you're focus on solving the issue. You give your recommendation and you don't even collaborate with the sales team, you don't even send a notification to your customer success team.

So I realized that signals are useful not just for within support, but also for sales teams and customer success teams and product teams. And that's what led us to build SupportLogic.

## **Giri Lyer**

Yeah. 100% completely agree with all those comments.

## **Krishna**

Madison, do we have the results for the poll?

## **Madison Provost**

Yes. It looks like 23% currently use AI capabilities. 23% plan to build AI capabilities themselve.

31% plan to buy/ partner with a third party AI vendor. 15% plan to build and buy AI capabilities. And 8% has no current plans to add AI capabilities.

## **Krishna**

Yeah. That's a fair distribution. I was expecting some sections that we wouldn't have anyone answering it, but it looks like there's a good mix of everything.

## **Giri Lyer**

Indeed, yeah.

## **Krishna**

All right. So let's get started. Giri, do you want to talk about your thought process on what is a reactive support and-

## **Giri Lyer**

Absolutely.

## **Krishna**

What's been the standard for the industry for such a long.

## **Giri Lyer**

Absolutely. I mean, let me start off by saying that reactive support, especially at an enterprise level is table stakes.

It is expected by your customers that you have a world class organization that is able to respond on a 24 by seven basis, that they're able to respond within the SLAs for initial conversation, initial acknowledgement of the issues and there on and so forth in terms of operating within the SLA of the case, priority.

This in our view how we see the world right now is completely table stakes. Meaning there is no differentiation between different vendors.

You are expected to operate within the SLA boundaries, et cetera. What also is more important here as this icon and this image portrays is that these are one- to- one conversations.

You don't have number of people sitting on a phone call, you typically have a support engineer, support agent interacting on a one- to- one basis with your end customer, right.

So these are the conversations that are things that we talked about in the previous slide, where some of the signal loss can potentially occur because you trying to solve a problem, but you're missing some of the other context around emotion, expression of frustration, et cetera.

And our systems of record may not necessarily surface this as metadata today, right. So we can go to the next slide, Krishna.

What we need to do in the industry now is to really truly have a path towards what you would consider proactive support. So you're kind of swimming against the norm.

It's requires a very different approach to how you actually will be able to deliver support. And it's not upon request.

It should be anticipated, it should be predictive and it needs to be prescriptive. And it's not a one- to- one conversation, it can be one to many, right.

So those are type of, kind of goals that you need to have when you talk about an overall support model, making a shift from the best job read reactive support, and going to uncharted territory, which is more of proactive, anticipatory predictive and prescriptive support.

So as this image portrays, you may not have too much company on the other side as you are trying to navigate through this chasm and trying to cross this chasm into this world of proactive support.

## **Krishna**

Yeah. Totally makes sense. I think the other thing I wanted to say about proactive support in general is that, and you alluded to this point, which is support has become a collaborative function now.

As you said, in the past it was just one- on- one interaction. So all the focus was on how do we make this one- on- one interaction more streamlined?

So can we put self- service tools, can we put automation of support tickets, and those kind of solutions were I looked up on.

But increasingly support is being seen as a collaborative function not just within support, but support needs to collaborate with product team and engineering team and sales team, and need to collaborate within support also to solve complex cases.

Because you will have different support engineers acquiring different domain expertise and sometime to resolve a case, you'll need to collaborate within different support engineers within your organization.

And also for infrastructure software company or infrastructure hardware company like yours it's also the collaboration extends to other vendors also because your support issues will involve multiple vendors.

So you need to share case details with other vendors if there's a need for it. So that's something, if you are a support engineer you instinctively realize that.

And I saw a gap in the market that this was not being fulfilled. The collaboration aspect is being overlooked and people use lots of other tools for collaboration, but it was not streamlined from end to end support case management perspective.

## **Giri Lyer**

Well said. Yeah, it's absolutely true Krishna.

## **Krishna**

So Giri, what is in your opinion, the kind of data that we can leverage for proactive support.

## **Giri Lyer**

So if they're possible given the shift to SaaS from perpetual licensing or data center products as well, there is a lot of information of intelligence that a lot of support organizations or vendors at large miss.

They do collect this information, but they don't operate on this information, right. So you get phone home logs and it's been prevalent in the industry for decades now, but then you also have telemetry data that shows usage, that shows feature adoption just as examples, but no one's actually taking this data or very few today are taking this data to truly understand how a particular customer is using your product.

More importantly, how are they, if you start correct them versus other customers using the same features, same releases, same type of scale of deployment, how are they performing versus the target group?

So these are type of things that allow you to truly understand is one customer operating at a scale, let's say from one to 10 at the most optimal level of 10, but there are customers in the same demographic that are operating at a three or a five, why.

Can your systems tell you at a click off a button, why. What are the differences between these two? And what does the vendor, which is the support organization need to do to provide that information back to the customer to optimize, to get the optimal performance.

This is where I'm going as an example of what proactive support, proactive engagement literally means. So at Rubrik, we have taken all the machine data that we get from our deployments around the globe, and we've created a set of tools, analytic tools built on machine learning, et cetera, that actually take all this data and create manufactured signals.

This is correlated data, this is data that's had a look back in terms of trend from day one of the deployment to day 365, what has changed?

We look at thousands of data points and we collect literally hundreds of thousands of data points every few minutes from every deployment.

So we have a very rich and complex and unstructured and structured data trying to take all this data to be able to then provide intelligence back to the support organization, back to customer support teams, back to product teams and engineering is what we are doing in terms of enabling this end- to- end kind of information sharing within the organization, within the company, within various interested groups, so that they have a very, very clear idea of how is our customer doing for any type of feature, any type of leads that we've had, we're able to answer these questions very, very easily.

So that is on the machine side of where we use our own expertise, our own domain knowledge to create this rich analytics platform, deep learning platform, because this is in our wheelhouse.

This is data, this is signals that we understand, because this is our product. We truly can make some intelligent observations and more importantly, taking those observations make some data driven decisions out of that.

Where the other piece comes in, which is your customer conversations is the CRM data. And that's why we have partnered with SupportLogic, thanks to Krishna and team to solve both those problems.

We want to understand how the customers feeling about the product while the same time we also understand how is the customer using the product. So we want to marry these two and truly surface an engagement model which is extremely proactive, extremely predictive, and extremely prescriptive.

So we are trying to answer these. These is our view of where we want to go and take this organization for years to come.

## **Krishna**

Yeah, agree. I like the term proactive engagement more than proactive support because not every engagement that you're doing doesn't have to be related to a support case.

In fact, a lot of times when you're doing proactive, there is no support case involved.

## **Giri Lyer**

Indeed, yeah.

## **Krishna**

So proactive engagement makes a lot of sense. And also I like the fact that both machine data, which is mostly structured and semi- structured data set and the CRM data, which is largely unstructured data and some metadata, both allows you to do predictive things.

And that's what is very exciting. And they require completely different set of technology for predicting stuff. For CRM data because it's mostly unstructured, you're looking at natural language processing, but semi- structured and for machine data, you can use other techniques.

But the ability to take both the data and predict what might happen either in the software usage or hardware usage the customer is doing, and also what might happen with the customer account is very compelling when you marry that together.

## **Giri Lyer**

Absolutely.

## **Krishna**

So Giri, I know you have built tools internally within Rubrik and you are using AI for some of the proactive support.

Could you talk about some of the things that someone should be careful about when they're building stuff?

## **Giri Lyer**

Indeed. I think this is a great segue, right? Because I have made these same similar choices of wanting to build everything in the past and have realized with experience that there are some things that you're better off partnering.

Typically, when you're looking at initiative of trying to build something, you generally will underestimate the effort. It's not just a one time cost.

It's not just the cost of development. It's the cost of maintenance. It's the cost of keeping the system current. It's the cost of scalability. Do we have the right level of investments in these areas, not for product launch, but for product improvement, maintenance, scalability, adding new capabilities, right?

We typically undershoot in these areas, and this is speaking for just myself. We typically will actually undershoot in these areas, we may be able to get something out, build it, but we soon realize that we just don't have the resources.

So A, actively monitor it, actively augment it as necessary, add new capabilities. And the scale starts very, very quickly surpassing your abilities in terms of resources, et cetera.

So this is more of a caution for anyone deciding, I would just advocate that we do a very thorough analysis of what the actual cost is, not cost of development, not year one, but can you project the cost five years out, because that's where truly the cost, element of it and the expertise required to actually do this will start becoming a little bit more daunting and a little bit of reality check is needed as we do these projects and start scoping these projects.

Scope needs to really cover a lot more than just the initial launch or development of a product.

## **Krishna**

Yeah. It's a great point Giri. I think one thing that comes to my mind is machine learning models specifically, when you're talking about AI. They are not like fine wine, they don't get better with age, actually get worse with age.

You have to constantly update it because your data set is evolving. Your customer behavior is evolving. The kind of issues that you're receiving is evolving. Your product itself is evolving.

We are all in the SaaS world, product is changing continuously. So model maintenance or in any in- house project maintenance is very key, otherwise the initial promise that you'll see in a machine learning investment will fade away with time as your data set changes.

So that's a very-

## **Giri Lyer**

You literally have to continuously train the model, because whatever you pick as your initial set of algorithms may not hold true as the dataset starts changing, and you have to keep constantly looking at alternatives.

It's a lot of effort. I think we under scope, speaking for myself, the effort that's required. So these are things that are just kind of caution flags to consider as you embark on this journey to build the tools in- house.

## **Krishna**

Yeah. So on the buy, so let me share some of the perspectives that I've heard from you and also heard from some of our other customers.

One of the reason that any company wants to buy a product is rapid time to value, right? That's the biggest benefit you're going to get. Second benefit is you may not have emails from domain expertise.

So you'd rather partner with somebody who has deep machine learning domain expertise and support domain expertise, right? So some of the things that is important for this to come to fruition is that the product should be extremely simple to integrate.

That you don't want this to be another big IT project, where it takes six months to 18 months just to get the implementation going and before you start reaping benefits.

So the integration should be very, very simple. The second aspect is that any AI capability whether you're building it in- house or whether you're partnering with someone else, it is not just sufficient that the AI provides some predictions and calls it a day.

Workflows matters a lot. What are you going to do with the prediction? How are to complete the loop? Once a prediction is made, how that needs to be surface up to someone in the organization, what are they going to do with that?

What happens after some action is being taken on those predictions. That's when you see a real impact, otherwise you're just predicting and you're not changing your workflow and process, right.

So that means the software that you are purchasing should facilitate that. Third thing is every enterprise is unique and different. So extensibility and configured with the product is very important because you want to make this your own.

Your process for escalations could be different. Your process for how you interact with customers could be different. Your culture could be different. So the product that you are partnering with should have the flexibility to map it into your own culture and your own way of doing things.

And then enterprise readiness. Companies which grow fast, like Rubrik has gone through tremendous growth since we have partnered with us. Scale matters, performance matters.

A number of users in the platform will grow with time. How do you manage data protection? Security is super critical. And this is even true when you're building it internally, you need to think about security.

Role- based access control. And then machine learning models should be tailor made for your data set.

We don't believe in cookie cutter machine learning model that works for thousands of customers, then you are basically getting the lowest common denominator value from the machine learning model, the model should evolve to your data set and QR usage pattern.

And then last but not least, support is very critical. I mean, support for support organization is even more important. So those are the factors that needs to be taken account.

On the right hand side I've shown the complexity that goes behind the scenes, the vendor abstracts it away from you is tremendous, right? You're talking about CICD, security hosting the software, providing this accessibility.

How do you do ETL of your data, how do you do data cleansing, so on and so forth. So that's the value, the transparent value that any company receives, which don't see it, they only see the iceberg on top of the ocean.

## **Giri Lyer**

Yeah. I think Krishna, would just add there that it's a good reminder that some of the data points mentioned in the image there are something that we really have to make sure that we are resourcing appropriately if you decide to build versus buy.

This is the extent of analysis you'll have to do and look at, is this something that you can sustain and resource accordingly to be able to do this, or is your effort better spent on areas of your own domain expertise where the problem maybe slightly different, but your resources are much more aligned to solving that problem than the problem that you are trying to say, or maybe I should build.

So definitely ask these questions of yourself and use a worksheet to see really do you have the right infrastructure, the right support mechanisms in place, the right maintenance that may be required for this, the right observability, et cetera, that be required for this, are you resourced accordingly, and do you have plans to resource for it as you get to this journey and start making decisions along these lines.

## **Krishna**

Yeah. So that's a nice segue to the next slide, Giri. I know you've taken a blended approach. You've built some tools internally, and you've partnered with us.

Could you talk us through some of the high level stuff that you're doing with AI today?

## **Giri Lyer**

Exactly. So as the prior slides reference, we've taken this kind of blended approach.

We have some intellectual honesty. Although our desire was to do all of this ourselves, we need to have some intellectual honesty to know where our capabilities start and where our capabilities end.

Right. So in terms of still being able to mine our customer conversations, we didn't want to minimize the need for that.

So it was really important for us to know that may not be our own core competency, we may not have the expertise in that area while the day one trying to get something develop using NLP technologies that are available and prevalent today from the large service providers, we knew that, that was not going to be the ideal solution because we have to train the models and we don't have resources or the domain expertise to pursue this beyond an initial proof of concept.

And that was not what we were look looking for. We were looking for a full fledged solution that would grow with our needs, be able to change course as needed as our data sets evolve.

We also want the tools to evolve with us, right. So we made the very conscious decision based on our own capabilities. Also, looking at the surface area of what we want to accomplish, we want to be able to operate on CRM data at scale.

We also want to be able to operate on machine data at scale. So in our mind, it became the choice between fairly straightforward when we met with SupportLogic, that both of these are important to us for us to achieve what we are trying to do, which is proactive engagements, predictive engagements and prescriptive engagements.

And these are both important. These both efforts in terms of data were both important to us. So we met SupportLogic, it was quite apparent to us that we can have partner with SupportLogic on the requirements to have a customer NLP engines operating on our support data, integration with our ticketing systems, real time sentiment alerts, and integration into systems of record that we use like Slack, email, et cetera, having the capability to choose one or the other or several at the same time.

And these are things that we don't anticipate when we are developing on our own, we could never get to this level of scale or integrations that we needed. So it was quite apparent to us that SupportLogic will be resolve this problem to us.

And as Krishna alluded to at the onset, we've had a very long relationship now that's almost close to four years now working with SupportLogic.

And similarly for escalation management the question that we all asked ourselves is, is there a way for us to anticipate that a customer may press the escalate button.

Can we get a window of time before this physical act of escalating either through an account team or through the support organization of a case that is in progress, are there tools available that can give us an early warning that a conversation, a support case and account might not be very happy with the progress of a current open issue, or a set of issues.

And when we looked at what we were trying to accomplish, it was clear to us that SupportLogic had this thought, the similar of being able to enable the global support organizations by giving them these level of signals that operate on their own customer data.

So for us, this was a huge, huge win for us that we were now able to anticipate potential escalations nip them in the bud, because we had this time to react.

Nip them in the bud, do a proactive outreach to these accounts, have the voice of empathy, acknowledge that yes, a situation is not going well, but here's what we want to do to remediate this and bring it back on track to the customer's satisfaction.

Meaning how the customer wanted us to interact going into this case and taking it to completion. Making those commitments, getting their right resources, using SupportLogic to identify the right resource within your organization, that might be a benefit to collaborate and work on this case with the assigned support engineer.

So these are all the things where we found benefit in partnering versus building. And the last row that you see there is what we were good at, which is understanding our own data set from our own product and being able to create a similar set of rich deep machine learning analytics, creating useful insights for organizations within Rubrik, be it product, be it support, be it engineering, and build building that and partnering on the other aspects with vendors.

## **Krishna**

Yeah. It's a great summary, Giri. I like the fact that you had this clear version for, this is the set of solution that's better to partner and this is the solution that's better to do it in- house.

As you pointed out in the beginning of the session, telemetry data, your product usage data is your own domain expertise. You have engineering team who understands, they're the ones who's written some of the machine data that is getting collected from customers.

So using that in- house expertise makes a ton of sense for those kind of analysis. So could you talk us about the results that we achieved.

And I know we have a couple more slides where you have shared some interesting results with us. It'll be great to walk us through our audience, what you're able to-

## **Giri Lyer**

Absolutely. So at the onset, as we discussed earlier as well, right. The ability to actually anticipate an issue that might get escalated and being able to operate on that to us is a tremendous value because it shows that we are and think of it from a customer's perspective.

If they get a call from a support supervisor, support engineer, acknowledging that they have actually read some of the case comments and they feel that a priority of a case needs to be escalated from a P2 to a P1.

Imagine what a refreshing way that is to engage with a customer. I acknowledge, I saw your comments, I feel that we can do a much better job, here's what we are going to do to course correct.

So these are type of things that we are now able to do and do this outreach on a proactive basis and say, yep, this is what we intend to do to kind of get this back on track for immediate resolution.

Right. The other part is that we now have a system that is constantly monitoring every case interaction that's going on. Imagine an organization at scale, a fairly large company, there could be thousands of updates happening on your CRM, on conversations between your support team and customers.

There is no possibility of data analysts or humans reading every single comment, you need to have an army of people to do that.

This is where you use technology to enable this, which is, I want a system that's constantly looking for signals giving us early warnings to say, this could be an issue that we want to get other groups involved with, could be our product team, could be engineering team, could be other expertise within the support organization, or the customer success organization.

So these are things that we really needed to be able to now truly understand how the customer is feeling about a particular support case in your product, and have the ability then to integrate via APIs to our own systems of communication within the company.

Slack, Teams, whatever you're using, we want to make sure that it's not just a support team, we may have product managers on the same conversations, we may have engineering on the same conversations.

How do you bring that level of visibility into the organizations that are not necessarily customer facing as support organizations or customer success organizations might be.

And SupportLogic allowed us to kind of bring all these other organizations into listening to the voice of the customer, listening to some of the things that they are seeing and give them really, really clear unfiltered signals, meaning we are not putting engineers context on it, we are giving you exactly what a customer perceives, and this is the language that was used, or the emotion that was conveyed.

So it was really important for us to have that and kind of get everybody in the company looking at some of this information as well. And then as we said before, right.

We have to keep retraining. And we are not the experts at doing this to retrain the ML models as your data set evolves, and things change. Having a partner that actually, and SupportLogic here in particular, that is constantly doing that is revising, is training new models to use on your data set, to get the best outcome was truly critical for us to achieve what we have achieved so far in our journey with SupportLogic.

## **Krishna**

Yeah. Giri, one thing I would say is, the thrill that I get as an entrepreneur running this company is the benefits for our customers see.

It's very similar to the thrill I got about being a support engineer. When we close a case, you get this thrill. The customer is happy and you get the satisfaction. For me right now that satisfaction comes from seeing that results and happy customers like you.

## **Giri Lyer**

Thank you.

## **Krishna**

Yeah. So can you quickly talk about some of the key benefits we achieved and then we can spend some time taking customer-

## **Giri Lyer**

Exactly. So this is what I would call the money shot, right? I mean, we have a 40% increase in proactive support outreach since deploying both our tools, primarily SupportLogic in this case.

We have 30% improved visibility as I mentioned, anticipating potential escalations being notified that there could be an escalation and we can have an early warning system that does that, we have a 30% improvement there.

And again, as I mentioned just now, tremendous collaboration because now there's a system of truth that can be shared across other organizations, other functions in the company.

## **Krishna**

Fantastic. So just to summarize from my perspective, Giri what I've heard from you is not everything is a candidate for building choose wisely what you want to build and what you want to partner with.

And your recommendation is that build to leverage your proprietary knowledge and your deep domain expertise. And buy stuff where you want to.

When you buy focus on best in class and time to value is important. And it's not just build versus buy. I'm always a believer that, and is often overlooked.

We always think in terms of ORs, not in terms of AND. And workflow matters, whether you're building it internally or you're building it externally, workflow matters. So this is a quote I want to share.

This is one of my favorite quotes from Jim Collins. His book was very inspirational for me, the book Built to Last. He talks about how visionary companies don't settle for all, they adapt the end.

And this is true for every major company in the industry. You could have a luxurious car and still be a sports car and that's Tesla, and that's not an OR, that you can AND strategy.

And I think this applies for build versus buy decision as well. So with that, we have few minutes left for a questions. Madison, can we take a question or two?

## **Madison Provost**

Yes. It looks like we might have time for just one question today. And someone from the audience asked, how have your KPIs changed with your shift to proactive support?

How can you measure the success of the approach?

## **Giri Lyer**

Yeah. So I'm happy to take that and Krishna chime in as well. We actually measure KPI. We actually added another KPI, which is just to measure our proactive outreach.

So we actually track the proactive outreaches and report on them. So our goal, and let me just tell you what we are looking for at Rubrik is this paradigm shift from reactive to proactive, we are looking to try and get to a% 50 plus case handling down on a proactive basis.

So minimize reactive as much as we can in our journey as we move forward and truly start doing stuff on a proactive basis.

## **Krishna**

Thanks Giri. I really like the fact that you added that new KPI to measure proactive support. I think that's something a lot of support leaders probably need to consider as well.

## **Giri Lyer**

Awesome.

## **Madison Provost**

Thank you. And we have come to the conclusion of this session. I'd like to this time to thank our presenters, Giri and Krishna, for delivering an outstanding session. Thank you everyone for joining us and take care.

## **Giri Lyer**

Thank you everyone.

## **Krishna**

Thank you everyone.

## **Giri Lyer**

Yep. Bye- bye.