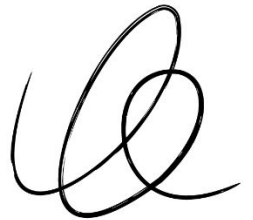


Increase speed to value

CHALLENGES TO LISTEN FOR:

- Lack of alignment towards company objectives hindering outcomes
- Highly matrixed organization increases complexity and friction
- Inefficient execution causes delays and budget overruns from misaligned project workstreams
- Broken processes moving between disparate, unintegrated tools
- Lack of visibility for leadership gets in the way of quick decision making





Increase speed to value

MEASUREABLE ISSUES & SYMPTOMS

- ✗ Low productivity, even though teams are staying busy
- ✗ Misalignment or conflicting priorities between their departments
- ✗ Frequent reprioritization because of misaligned priorities
- ✗ Missing on strategic goals like revenue targets, market share, or customer satisfaction
- ✗ Reduced speed to market from their delivery teams.

Increase speed to value

CUSTOMER GOALS

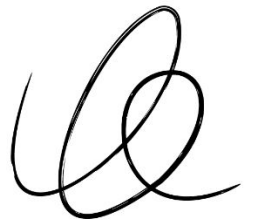
Faster time to more predictable value with tighter alignment between company mission, goals & outcomes.

Stronger connection between multiple business units

Improve employee engagement

CHALLENGES TO LISTEN FOR:

- Distributed work environments make it more challenging to collaborate
- Lack of context between teams and projects hinders collaboration, quality and effectiveness
- Poor employee experiences detract top talent
- Time wasted in meetings gaining context and giving status updates
- Lack of team performance insights needed to drive continuous optimizations and improvement





Improve employee engagement

MEASUREABLE ISSUES & SYMPTOMS

- ✗ Overall reduced employee satisfaction
- ✗ Productive time spent searching for information or translating work across tools
- ✗ It takes a long time for new employees to deliver impact to teams
- ✗ Decreased satisfaction with cross-departmental collaboration, resulting in miscommunication and frequent misalignment
- ✗ An increased amount of regretful attrition

Improve employee engagement

CUSTOMER GOALS

Easier access to context and information

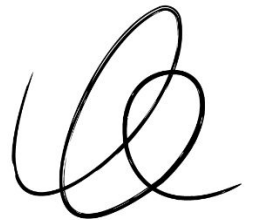


Fewer, more productive meetings.

Maximize technology ROI

CHALLENGES TO LISTEN FOR:

- Lack of tooling strategy leads to duplicative tools across the business and increased costs
- Too many vendor relationships result in higher management overhead
- Disparate data across tools is costly and time-consuming to extract and gain insights from
- Tool sprawl leads to difficulty managing risk and compliance





Maximize technology ROI

MEASUREABLE ISSUES & SYMPTOMS

- ✗ High bottom line costs
- ✗ Spends a lot of time and money on manual administration overhead
- ✗ Increased security risks
- ✗ Spends a lot of time on managing multiple tool licenses and subscriptions

Maximize technology ROI

CUSTOMER GOALS

Lower risks and total cost of ownership 

Fewer redundant tools to manage