

Pendo Overview

Series B Investor Presentation

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



TODD OLSON CEO



ERIK TROAN CTO



ERIC BODUCHVP 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



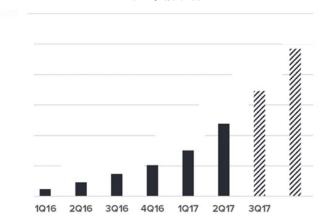






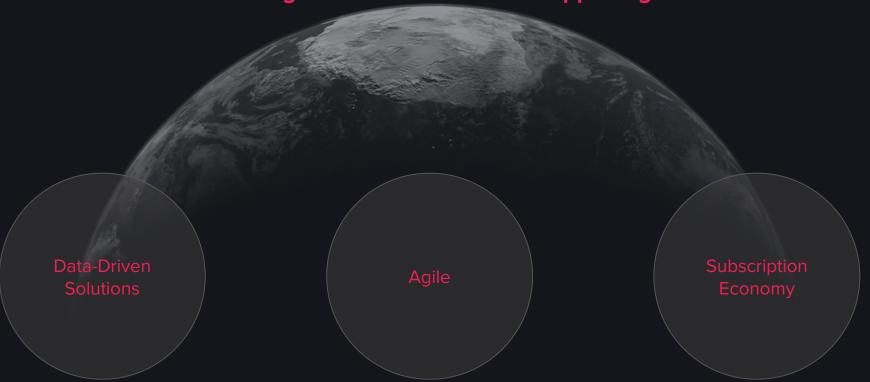


Ending Quarter ARR



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The Digital Transformation is Happening.

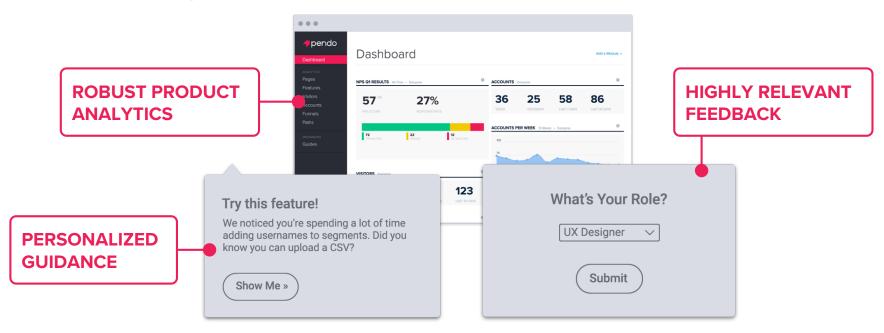


Users are demanding that their software at work behaves like their software at home.





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.

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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

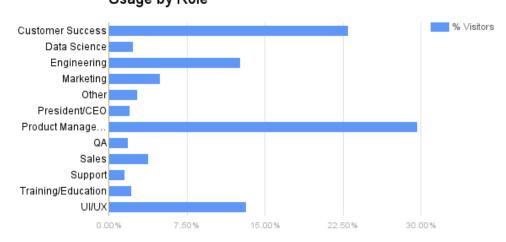


User Experience

See where users struggle and optimize the experience without development

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







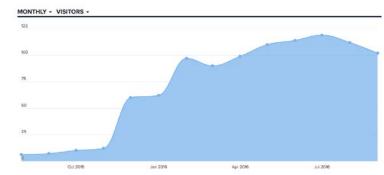
How Sprinklr Uses Pendo



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









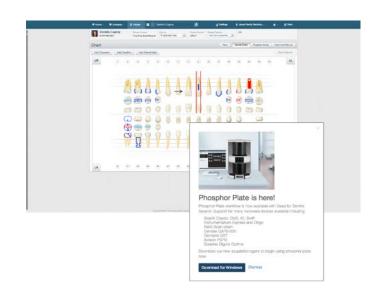


How Henry Schein Uses Pendo

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





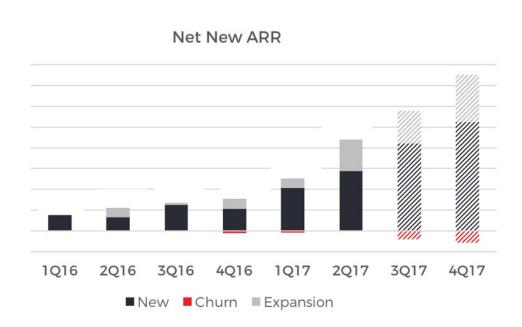
A few of our other customers...

Redacted

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



Sales Quota Capacity

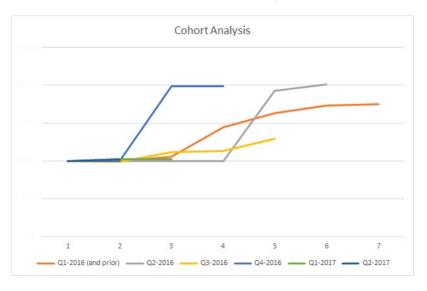


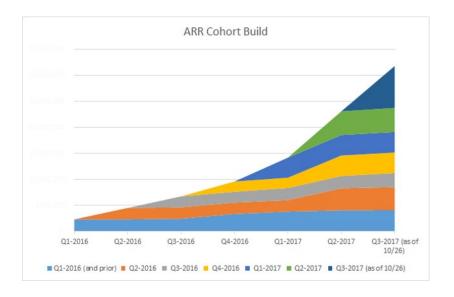


 Sales quota capacity is meeting and exceeding our new bookings goal.



Cohort Trending







New ASPs Trending Up

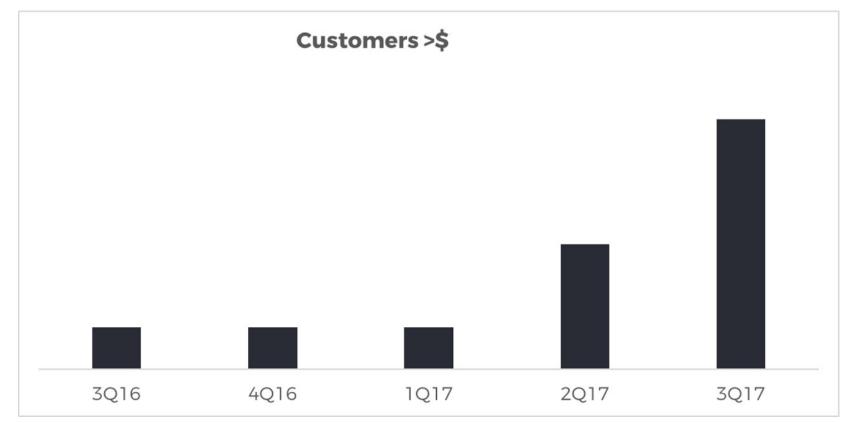
Avg. Revenue Per New Customer



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

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Moving Up Market to Serve Enterprise Customers





Total Addressable Market

B2B SaaS

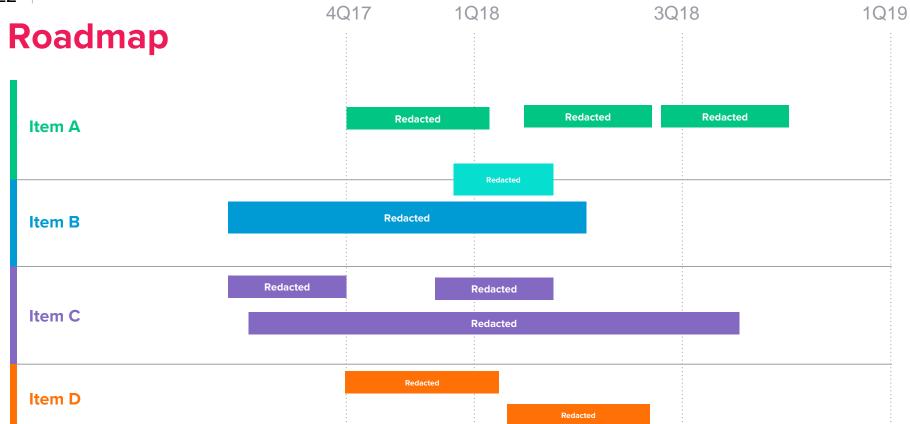
On-Premise Application Software



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Competitive Analysis

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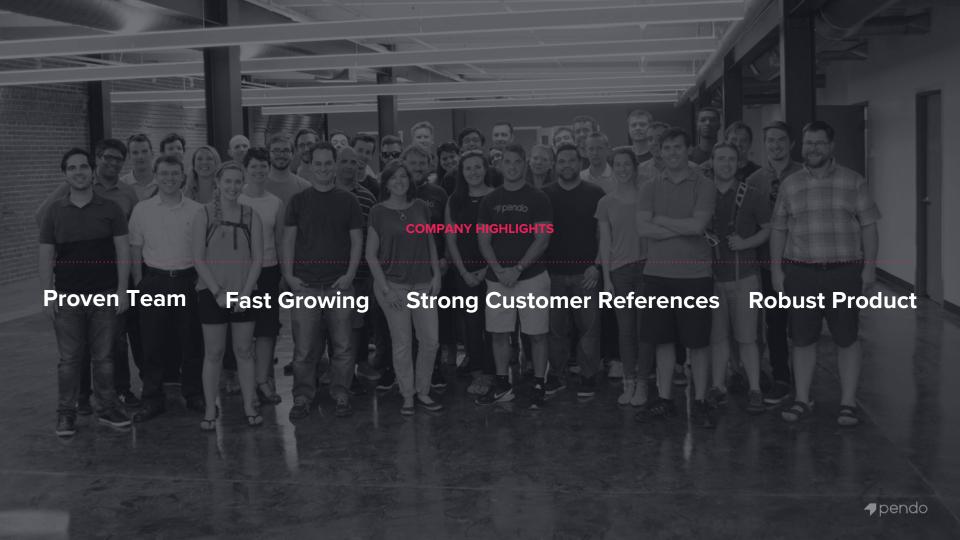


Forecast Summary & Fundraising

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Funding Plan

\$15M Series B, Q1 FY18





www.pendo.io