FWI | Poppulo

Product Vision & Innovation Roadmap

Safe Harbor Statement

The following is intended to outline our general product direction. It is intended for informational purposes only, and may not be incorporated into any contract. It is not a commitment to deliver features or functionality, and should not be relied upon in making purchasing decisions. The development, release, and timing of any features or functionality described for FWI and Poppulo's products remains at the sole discretion of FWI and Poppulo.

Agenda

01 Market Perspective

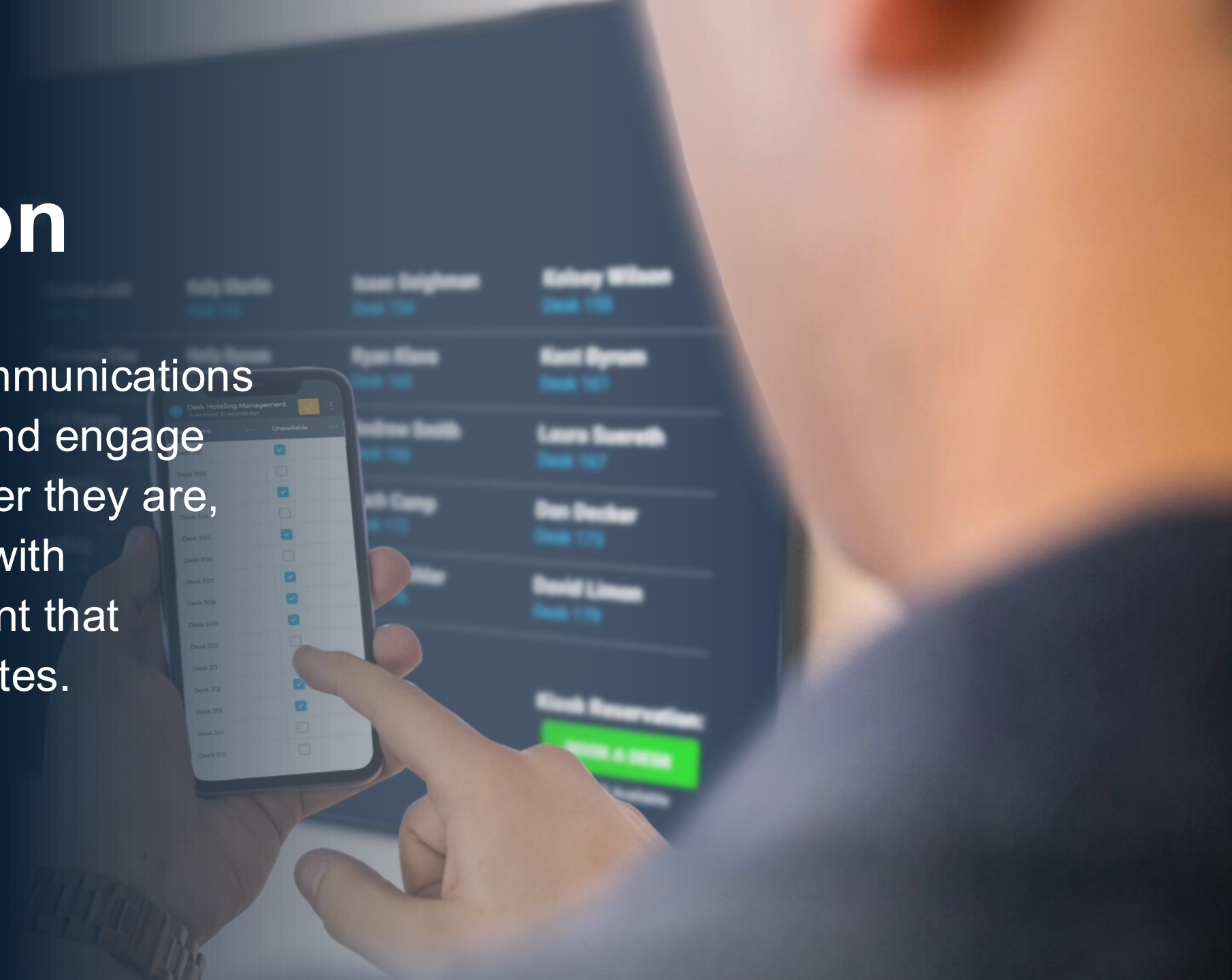
02 Platform & Product Vision

03 Innovation Roadmap

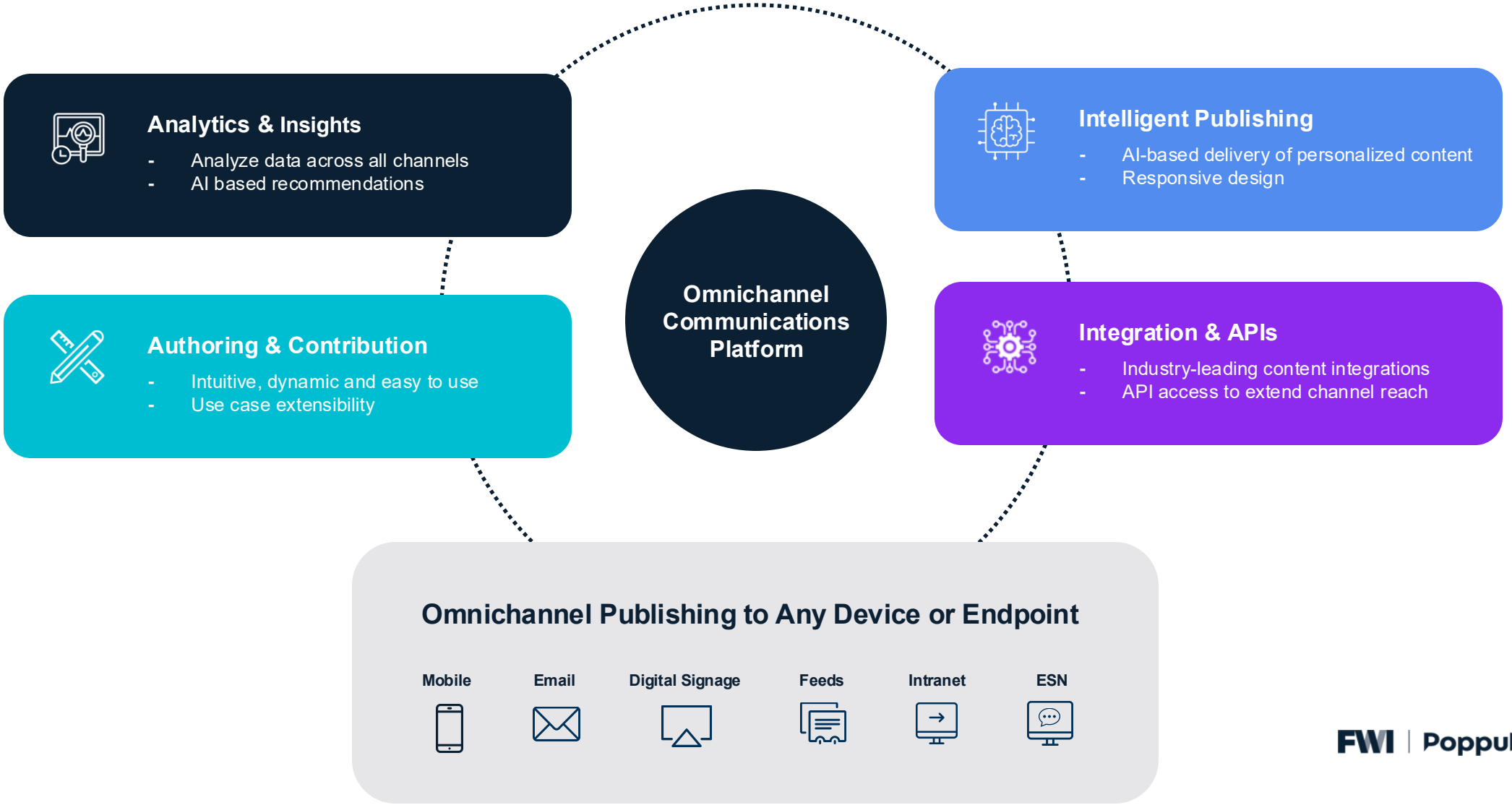
2. Our Platform & Product Vision

Our Vision

Market-leading communications platform to reach and engage audiences, wherever they are, whichever device, with personalized content that measurably resonates.



Our Platform



Our Portfolio: One Platform Empowering Three Products

Omnichannel Communications Platform

Poppulo

Employee Communications

FWI

Digital Signage

SmartSpace Global
An FWI Company

Workspace Management

The Omnichannel Communicator Journey

Plan > Create > Target > Publish > Analyze

Time to log in and plan out this week's updates for The Link.

Plan Campaign

I'll start building out my campaign by selecting our branded templates for the Link email newsletter and digital signage apps.

I can create content for The Link once and easily access it from the content library when I'm ready to publish it.

Create Content

Now I can easily create newsletter articles, upload the media files I'll be including and set up signage playlists within the content library.

Personalization is the key to an engaging comms experience so I precisely target The Link to my diverse, distributed audience.

Target & Personalize

Next I'll dynamically target content to employees based on a rich set of employee data fields, custom labels and tags, creating a relevant, personalized communications experience for each employee.

With different channel preferences and needs, an omnichannel approach is essential to reaching and engaging every employee.

Publish Everywhere

Time to publish The Link through all our channels, empowering employees to engage with Link content wherever they prefer including via email, mobile, digital signage, SharePoint and Teams.

Understanding and optimizing The Link is easy with powerful dashboards and analytics.

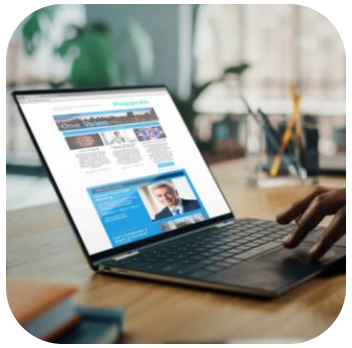
Measure & Optimize

Now that The Link is published I can easily monitor reach and engagement by channel, post, content type, audience and more. These insights enable me to optimize my comms for the future.

The Omnichannel Employee Comms Journey

Home > Commute > Office > Meeting > End of Day

Cool, latest edition of the Link is here. Lots of interesting topics!



Email

Timely, relevant, and engaging newsletters delivered to the inbox using the comms channel of choice.

Brainstorming session with the team today … I'll reserve a meeting room with whiteboards.

Mobile

Convenient anywhere, anytime desk and meeting room bookings, integrated with targeted company news feeds.

Glad to see updated COVID protocols for open collaboration areas. You can't be too safe.

Digital Signage

Compelling digital experiences infused into physical work environments that inform & delight.

The team keeps talking about the new CSO. I'll quickly read his bio in the New Hires channel.

Teams

Communications seamlessly integrated into collaborative work streams provide context & insight.

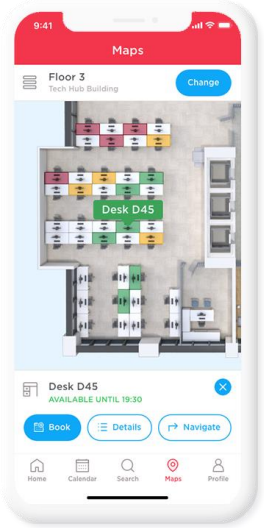
Open enrollment tool is up on the portal … oh, here's a video on that cheaper HSA plan, too.

SharePoint

Dynamic content brings corporate intranets to life, enhancing daily productivity & fostering community.

Mobile Employee Comms Experience

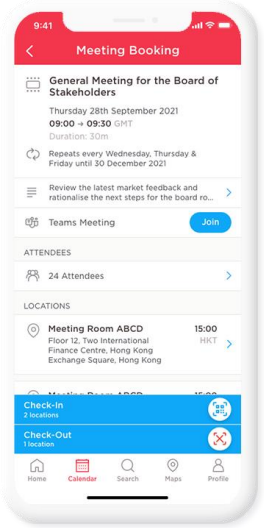
I want to bounce some project ideas off my team today…



Desk Booking

Choose your work surroundings to optimize your daily requirements, add flexibility to your office hours.

Running late, but I've already booked my desk earlier…



QR Checking In

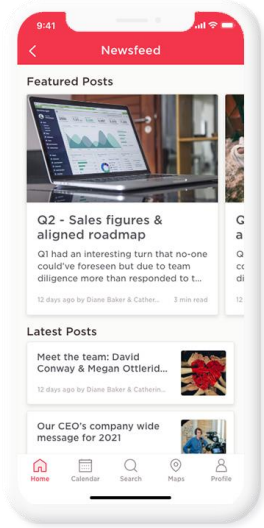
Always ensure your day ahead stays as planned - despite the unexpected - easily check-in to desks & meetings.

I don't recognize the name of this meeting room…

Office Navigation

Navigate directly to any desk, meeting room & facility utilizing the Workplace mapping solution.

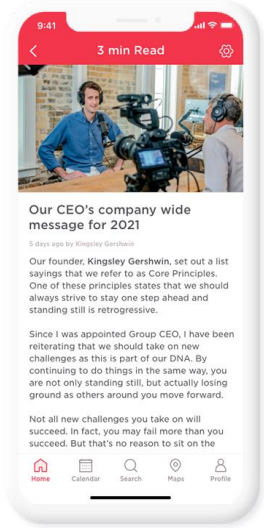
New sales report today I'll review it before the meeting…



Company Newsfeed

A new avenue for user engagement – keeping everyone up-to-date, no matter where they are in the world.

All sales can improve if we can all adopt this new strategy!



Compelling Content

Engage directly to your workforce and build stronger relationships with your departments & teams.

3. Innovation Roadmap

2022 Innovation Roadmap Timing

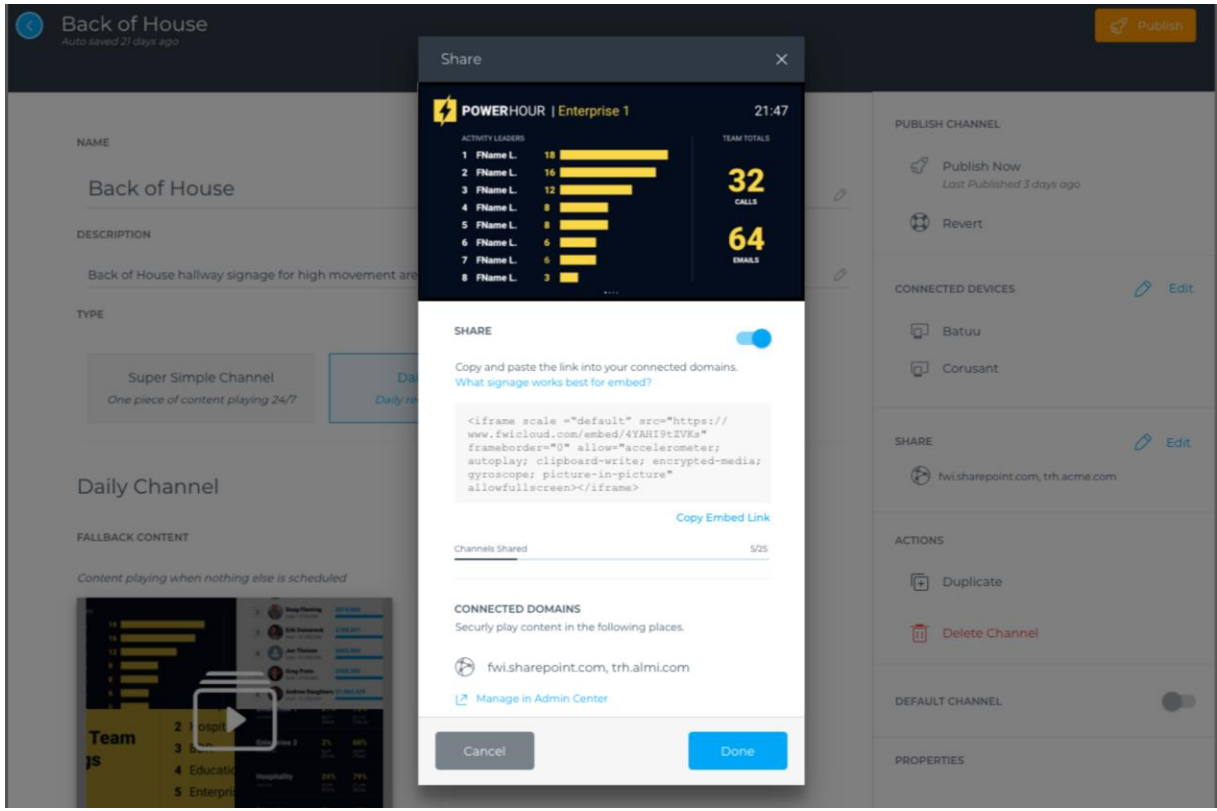
	Near Term	Medium Term	Long Term
Integrated Omnichannel Communications Platform	• Digital Signage Visual App Content > Microsoft SharePoint	• Digital Signage Data/Visual Apps > Omnichannel Feed • Personalized Omnichannel Feeds > Microsoft SharePoint & Teams • Personalized Omnichannel Feeds > SmartSpace Workplace Mobile App • Reporting across Poppulo Email, Poppulo Mobile and Omnichannel Feeds on Microsoft SharePoint & Teams • Feeds & Reporting API	• Omnichannel Feeds in Facebook Workplace, Yammer & Slack • Omnichannel Feeds in FWI Digital Signage
FWI Digital Signage, Feeds	• Dynamic Charts & Graphs available with Live Data Authoring • Approval Workflow for FWI Cloud Table Contribution	• Approval Workflow – Tables/Preview • Integration Framework Open Web Adaptor	• FWI Digital Signage Playback Reporting • SOC (BrightSign, Samsung SSP) Use Case Expansion, supporting lower cost hardware with more Advanced Authoring Capabilities
Poppulo Email, Mobile, Feeds	• Non-email Access for Employees for Poppulo Mobile • Multilingual Enhancements for Poppulo Mobile	• Advanced Email Reporting • Search, Notifications and Quick Links Enhancements in Poppulo Mobile • Surveys, Polls & Events on Poppulo Mobile	• Multilingual, Search, Surveys & Polls, Events for Microsoft SharePoint & Teams • Advanced Analytics and Machine Learning • Poppulo Enhanced People Data API
SmartSpace Workspace Management	• V2 of Mobile App, with an Enhanced UI and exciting new capabilities • Dynamic Neighborhoods • Graph API for Calendar Management	• Map CMS Enhancements • Mobile App including Omnichannel Communications Feed • Usage Analytics • Resource Booking Reporting • User Directory Enhancements • Governance Enhancements	• Lenel Access Control Integration • Localization and Language Enhancements • Data Protection Enhancements • Mobile Finding Colleagues Availability

FWI – SharePoint Embed Feed

Publish digital signage content to your intranet to maximize reach and impact

With the SharePoint Embed Feed from FWI, communicators will be able to embed digital signage content into your Microsoft SharePoint environment.

- Create, publish and display secure web-based content into SharePoint through FWI Cloud.
- Easily setup and manage your SharePoint Embed Feed with administrative permissions
- Supports SharePoint O365 environments
- Available with FWI 2020 Enterprise only



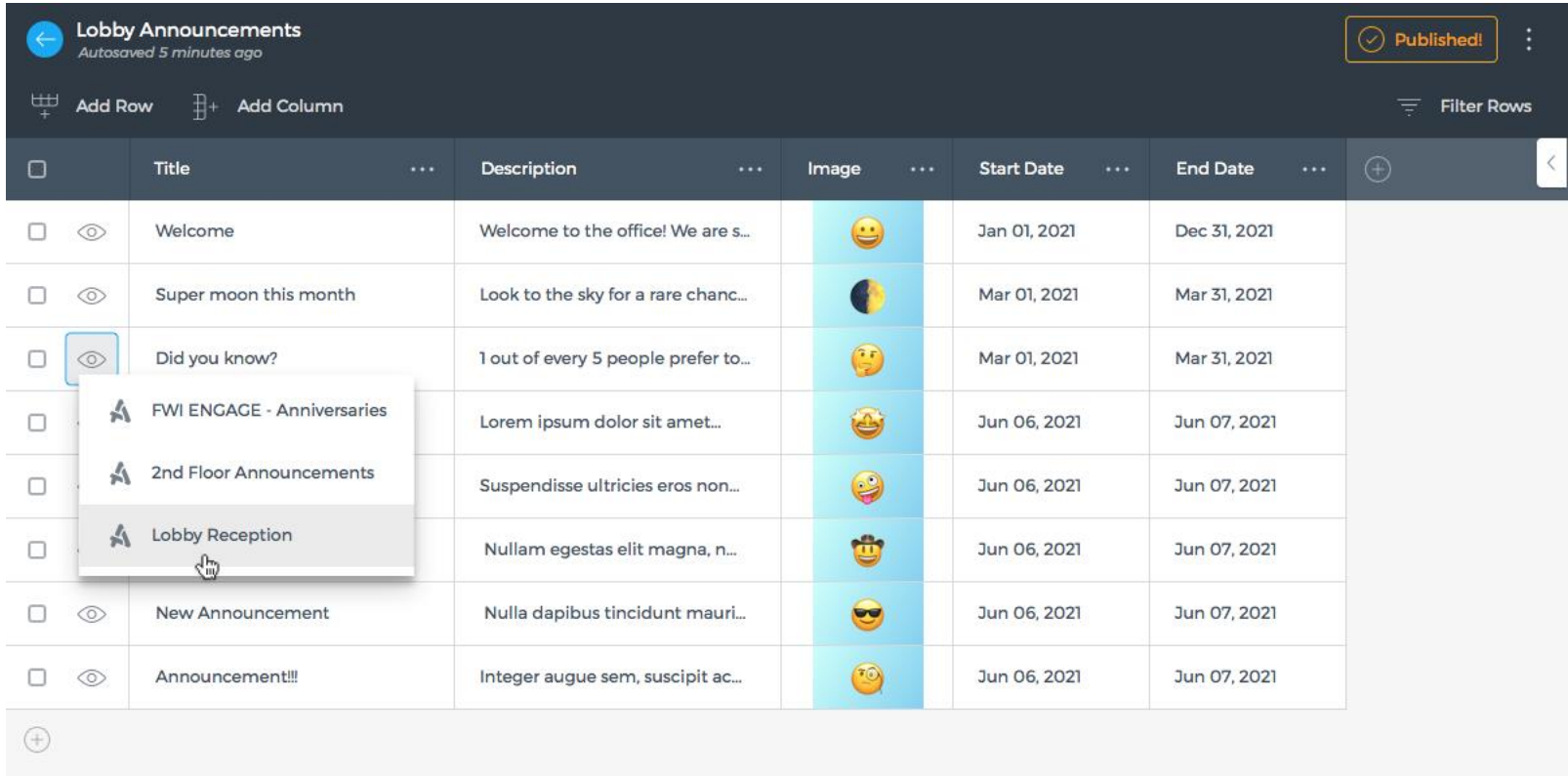
FWI – New Content Preview & Approval Workflow

Empower communicators and orchestrate communications with centralized governance

With FWI's new Content Preview and Approval Workflow capabilities, organizations will be able to empower contributors to publish content while ensuring proper governance via enterprise-grade approval workflows and notifications.

Administrators and contributors will be able to preview and validate content:

- Prior to selecting their target channels, devices and apps
- On each targeted device
- Within targeted apps

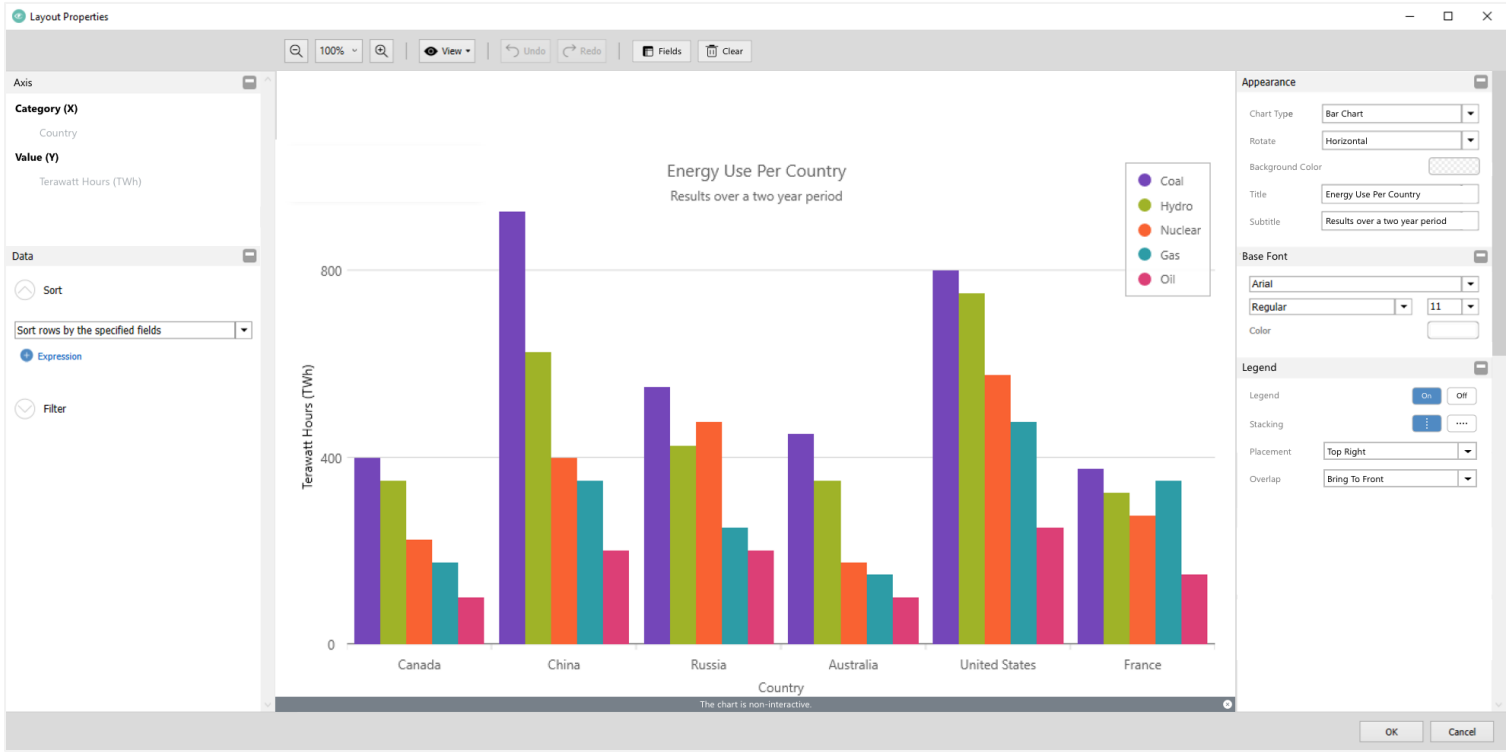


FWI – Dynamic Charts & Graphs

Visualize live data on your digital signage network to maximize its impact

With FWI's new Dynamic Charts & Graphs feature, authors can quickly and easily bring their data to life on FWI digital signage:

- Create dynamic charts connected to Live Data using Content Manager for FWI Cloud
- Select from a fully integrated and dynamic library of charts and graphs
- Publish to Apps on your FWI digital signage network

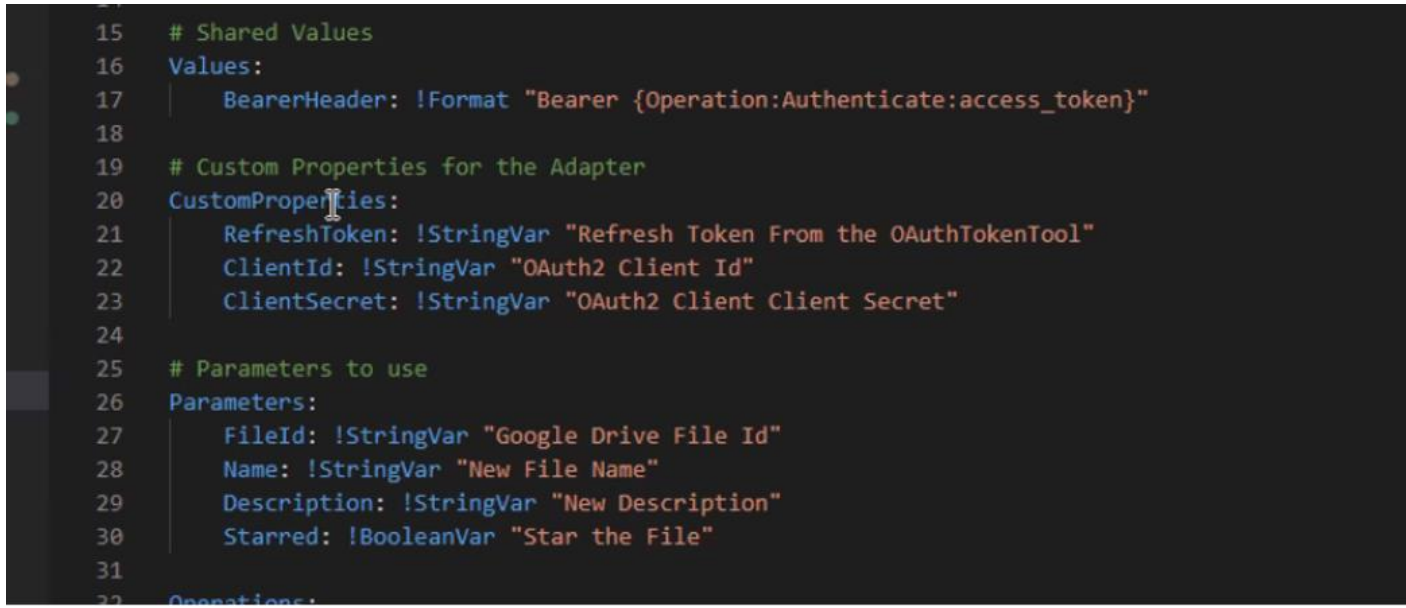


FWI – Integration Framework Open Web Adapter

Real-time data integration with FWI digital signage

FWI is enhancing its Integration Framework with an Open Web Adapter that enables enterprise customers to maximize their digital signage investments by integrating all their data, including 3rd party data and dynamic content sources.

- Integrate data sources into FWI using simple yet powerful new self-service tools.
- Ingest data from 3rd party data and content sources in real-time, at scale.
- Interact with other FWI customers within FWI's integration community forum where customers can share their experiences and learn from others



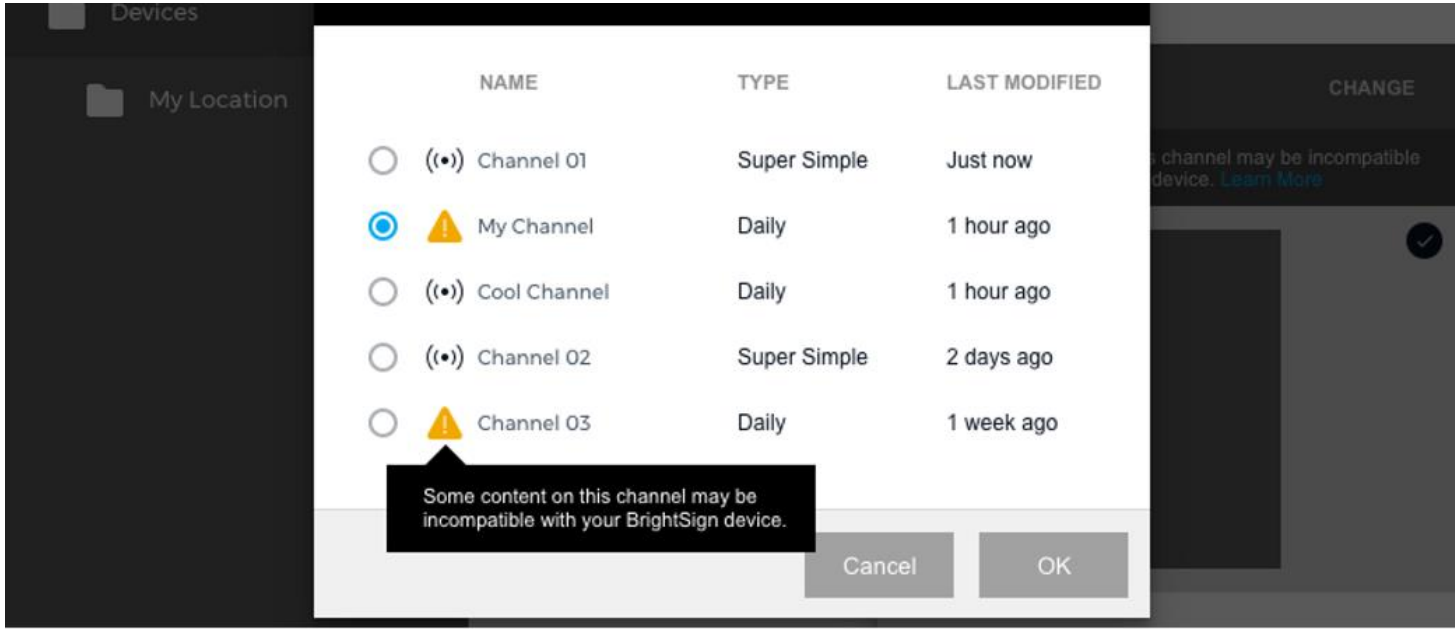
FWI – Expanded Use Case Support for SoC Devices

Support advanced digital signage use cases on existing System on Chip (SoC) devices

With FWI's expanded support for SoC devices, customers will be able to maximize their current hardware investment while authoring content for advanced digital signage use cases.

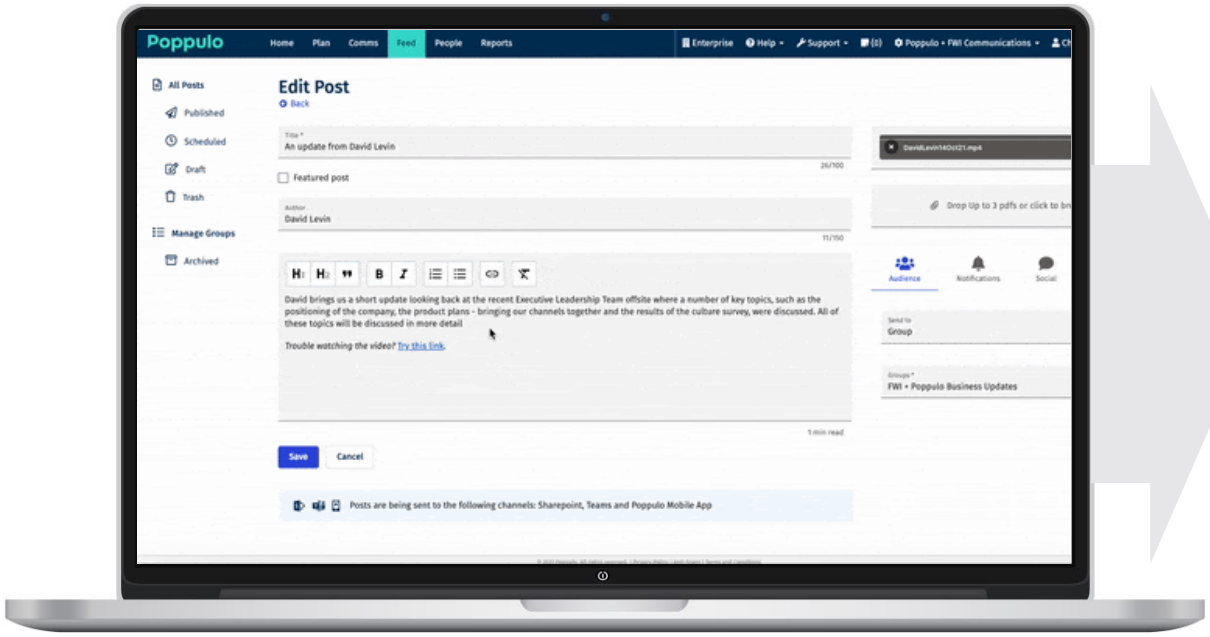
FWI's new SoC use case capabilities will include:

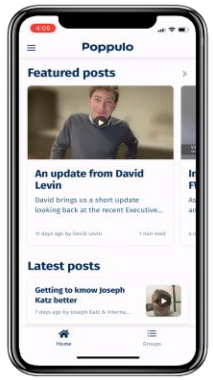
- Support for advanced use cases that include interactivity, video syncing, etc.
- Hardware support for BrightSign HD, Samsung SMART Signage Platform (SSP) and LG webOS devices.



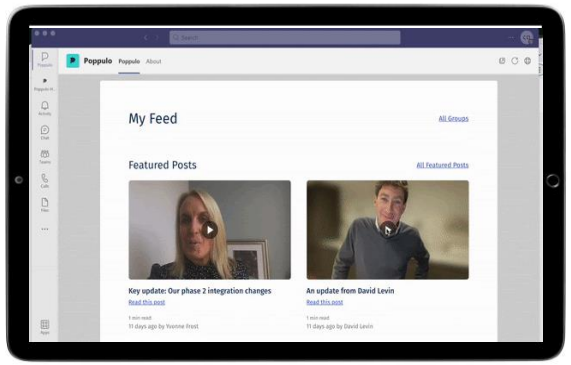
Poppulo – Omnichannel Feeds

Create content once and share via a personalized feed that follows employees across Microsoft SharePoint, Teams and Poppulo Mobile for a consistent, connected and measurable comms experience.

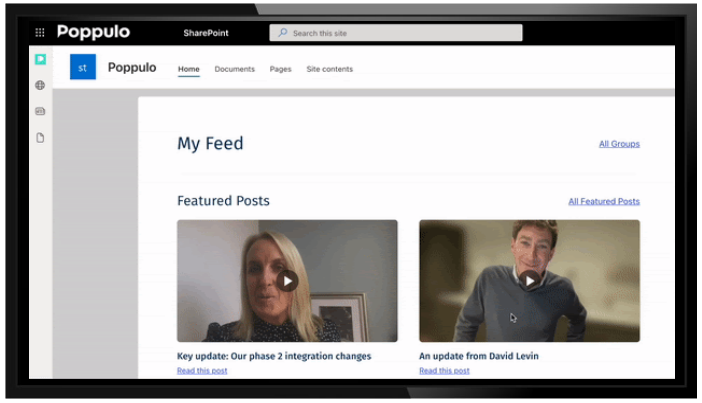




Poppulo Mobile App Feed



SharePoint App Feed



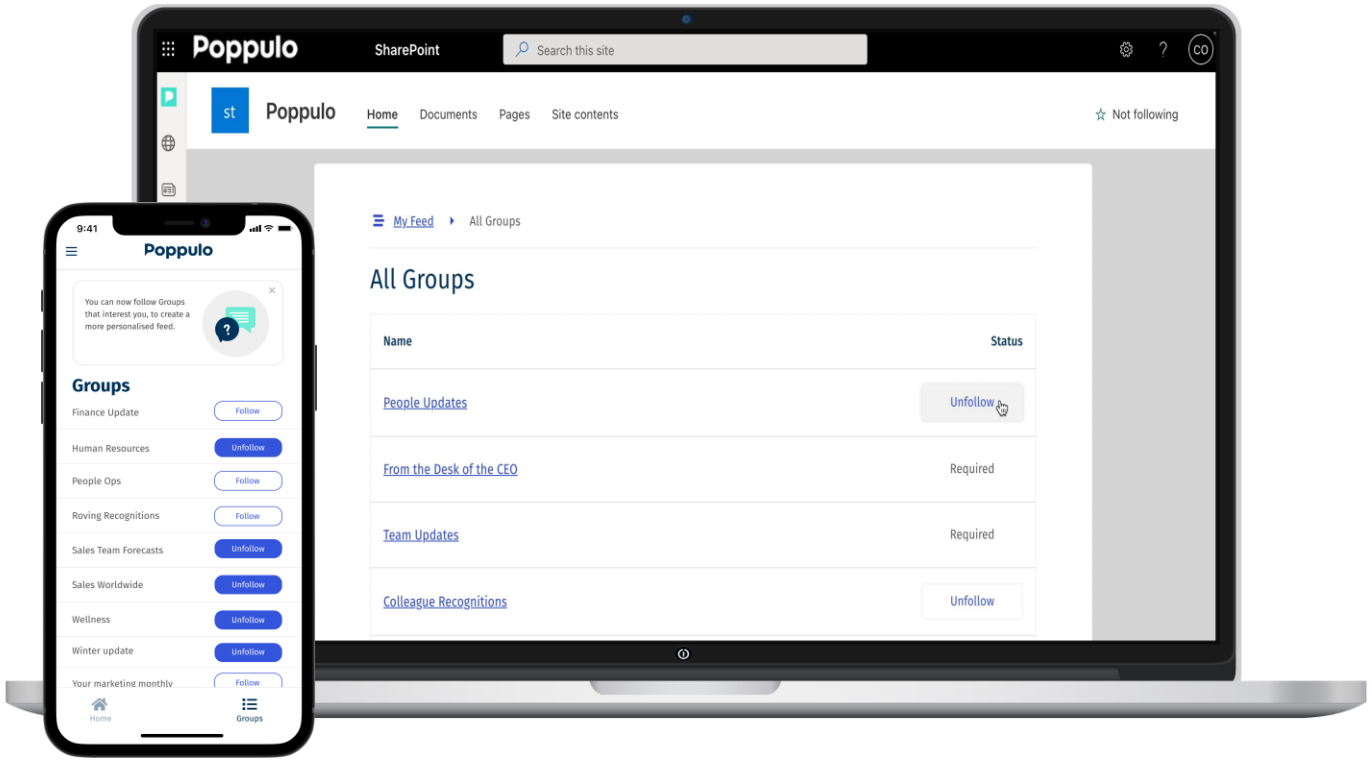
Teams App Feed

Poppulo – Omnichannel Feeds

Give employees control to personalize their feed

Empower employees to subscribe to groups of interest to personalize their feed for an engaging and consistent experience across Microsoft SharePoint, Teams and Poppulo Mobile.

- Set Groups as *optional* to enable employees to subscribe to topics of interest
- Or create *mandatory* Groups to ensure employees don't miss critical communications.



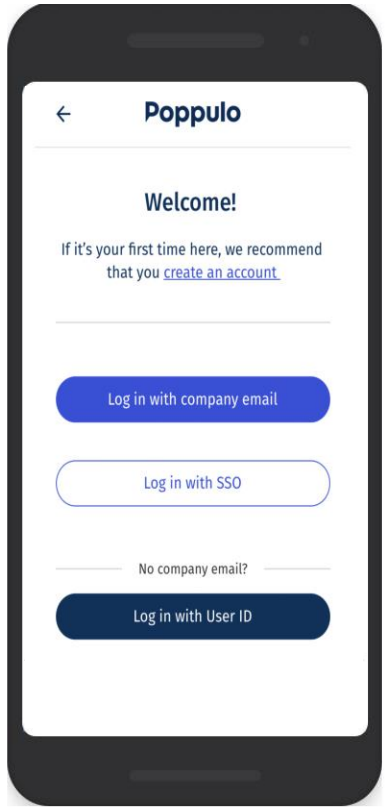
Poppulo Mobile Access for Non-Email Employees

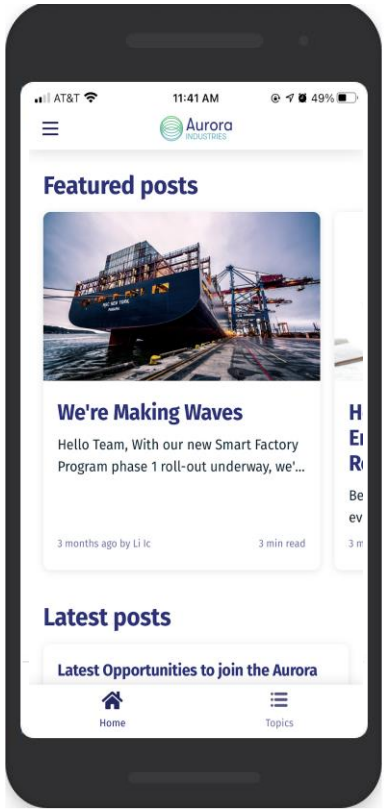
A new way to engage hard-to-reach employees

Communicators often struggle to reach all their employees, particularly deskless workers who are not digitally connected to their organization via corporate email.

With Poppulo's addition of non-email access, communicators will be able to:

- Onboard and authenticate non-email employees into the Poppulo Mobile app
- Target and measure communications sent to hard-to-reach employees



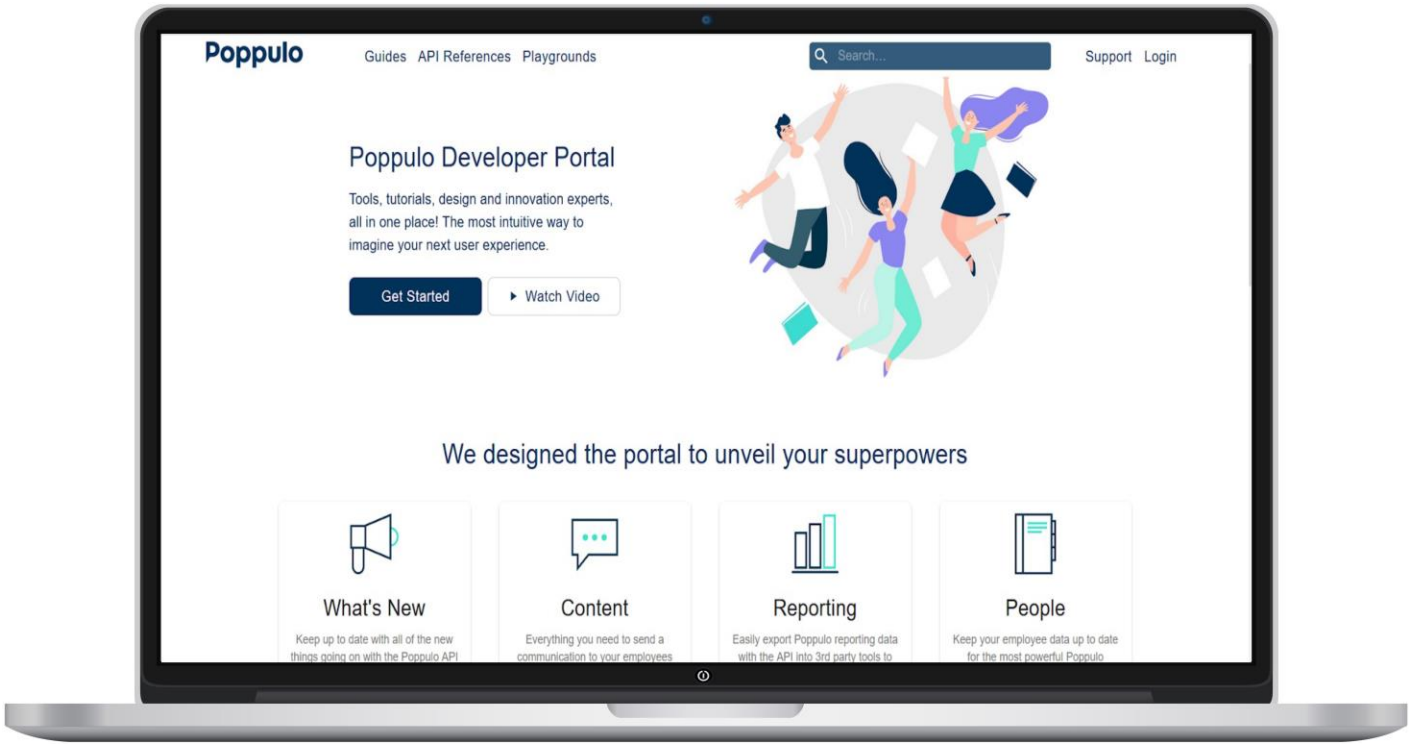


Poppulo – Enterprise APIs and Developer Portal

Seamlessly connect your systems with our open APIs

Poppulo is developing new APIs to allow customers and partners to seamlessly link to their existing systems, including other communications channels, content management, HRIS, etc.

- **Content Feed and Groups API** - develop feeds that distribute Poppulo content on new channels
- **Reporting API** - combine reporting data from Poppulo's platform with other data sources
- **Enhanced People Data API** - import people data from third party HRIS platforms



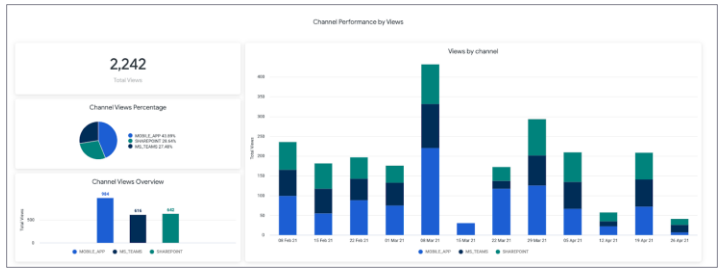
Poppulo – Unified Analytics

Measure and optimize communications performance

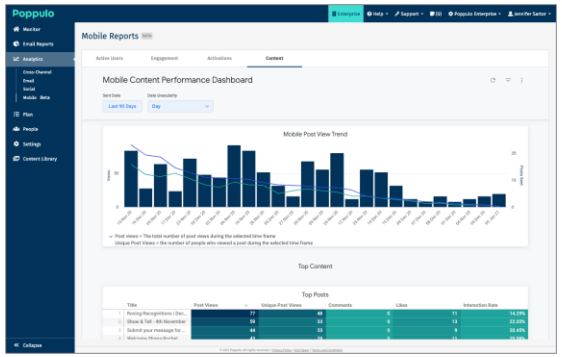
With Poppulo's Unified Analytics, communicators see a single view of their content performance across all their channels, including:

- Insights and interactive visualizations to improve decision making
- Industry benchmarks on engagement and performance
- Cross-channel report to see where employees engage with content

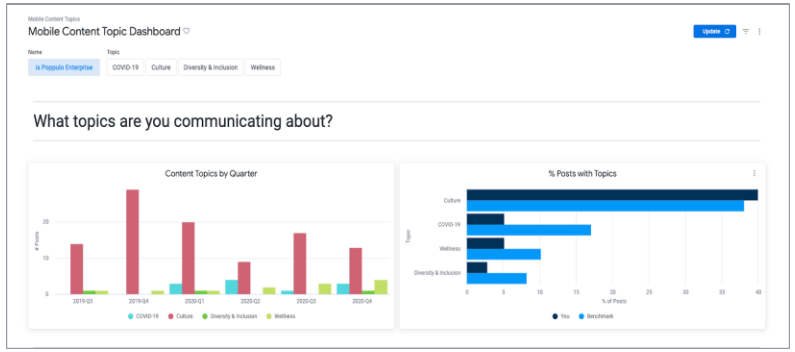
What channels are effective?



Which content are employees engaging with?



Advanced analytics, machine learning and AI



SmartSpace – New Workplace Mobile App

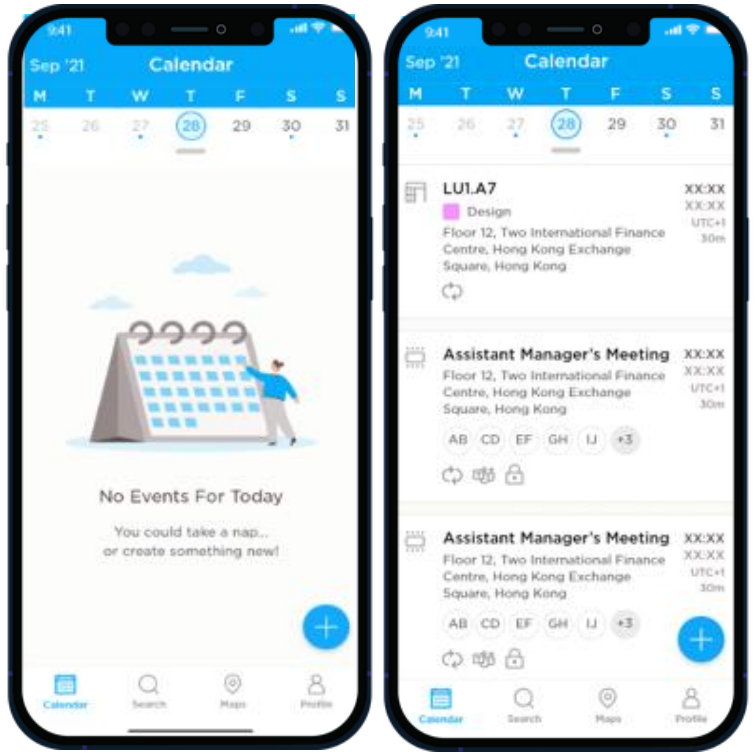
Enhanced UI and new capabilities to connect employees to the hybrid workplace

SmartSpace is releasing a new mobile experience to connect employees to the hybrid workplace by:

- Facilitating collaboration between teams
- Enabling efficient access to and use of workspaces
- Creating a new channel to communicate important information to employees

The new SmartSpace Workplace app will enable employees to:

- See a map view of future resource availability to enable bookings
- Mark desks, meeting rooms and colleagues as favorites
- Find colleague availability before scheduling meeting times
- See a personalized communications feed of important, engaging content within the app
- Customize the app with brand colors



SmartSpace – Lenel Access Control Integration

New capabilities to support secure, frictionless facilities access

SmartSpace is enhancing security and access control capabilities via a new integration with the Lenel access control system.

- Trigger an action when employees or users swipe in or out of a secured building or floor.
- Enable automated check-in that is configurable by site, to check users into their booked desks frictionlessly when they arrive at the office.

SmartSpace – Resource Booking Reporting

Powerful analytics to monitor resource booking activity and optimize workspace usage

SmartSpace will be releasing new reporting features to support facility administrators, empowering them to:

- Create reports on desk and meeting room bookings, including future bookings and reports by user or user group, etc.
- Analyze usage and adoption by site, department, etc. to inform facilities strategy
- Search for and monitor bookings to inform day-to-day facilities planning and operations
- Analyze employee compliance with best practices, policies and local regulations (e.g., Covid-related capacity guidelines, etc.).
- Export data as a flat file and/or via API enabling 3rd party integrations with data analysis tools (e.g., Tableau, Power BI, etc.)