



Future Proofing Digital Fatigue

ENGSOC x WSP



Edward Sung



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Executive Summary



Context

Increased usage of technology in society

Working from home becoming the **new norm**

Innovation leading the technical scene



Problem Statement

How can we manage digital fatigue while remaining connected through technology?



Strategy



Central Intelligence: Application extension for high compatibility, automated for ease of implementation

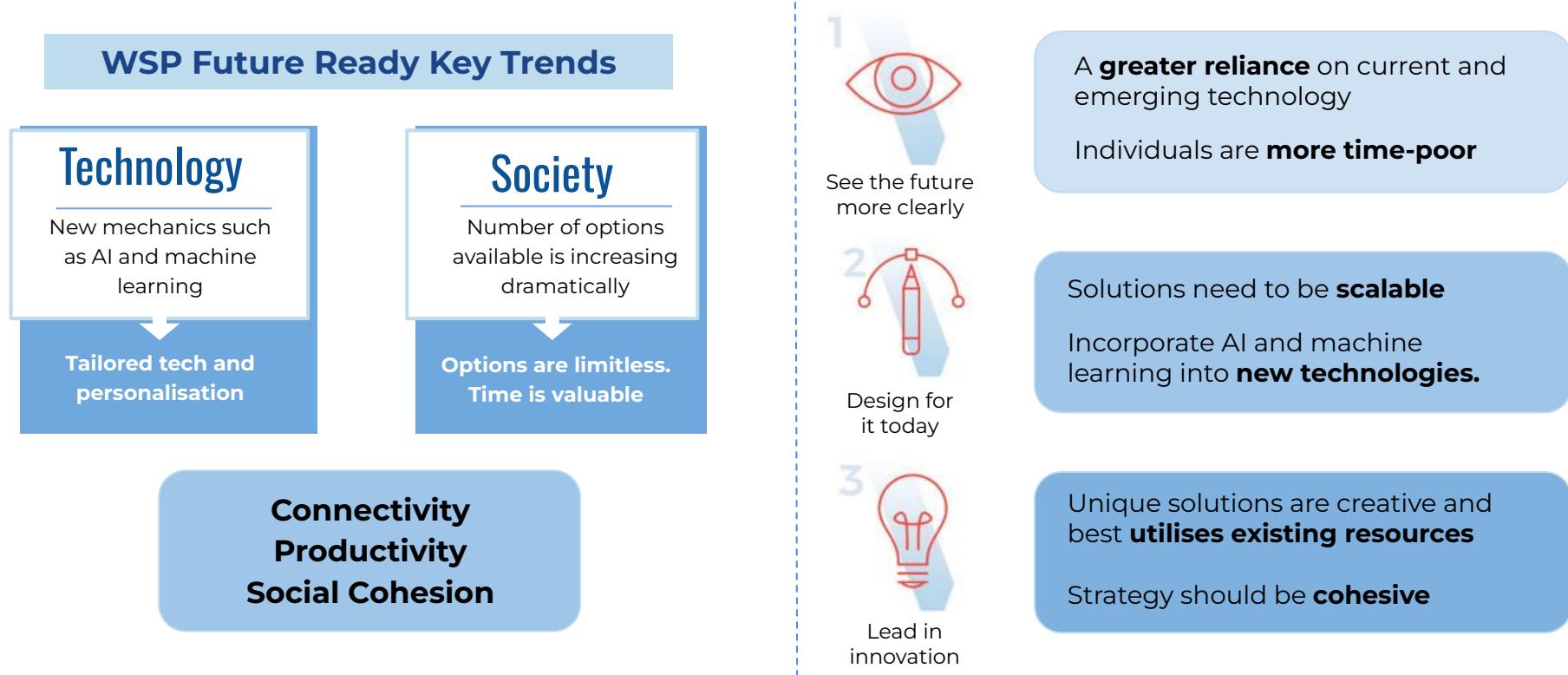


Impact

~22% higher productivity
14% decrease in stress

\$144 million in total **Net Profit** by 2030

More and more options are available for society to tackle similar problems in modern times



Digital fatigue has become a problem as a result of these modern trends

CAUSE	EFFECT
<ul style="list-style-type: none"> → Prolonged exposure to digital screens → Blue light emissions damages eyesight → Virtual interactions make brain to work hard 	<ul style="list-style-type: none"> → Burnout & low on energy → Poor productivity & attitude → Can lead towards mental illnesses



- {
- Inability to focus
 - Lowers academic performance
 - Overworking the brain
- }



How can we enable individuals to embrace new technologies and thrive in our modern world without developing side effects of digital fatigue?



Three main strategic options exist to prepare the workforce for the digital future

1 Online utilisation of existing softwares

2 Build offline structure to minimise digital fatigue

3 Launch **automated** solutions to achieve a **fatigue resilient** workforce

Description

Develop or utilise existing online technology

Reduce visual and mental fatigue from online engagement

Application extension for **high compatibility**, automated for **ease of implementation**

Industry Example



Strategic Approach

Leverage existing technology that targets digital fatigue

Encourage offline physical activity and routines

1. Develop **new automation** and establish **key features**
2. Incorporate **solutions** and acquire target market **involvement**

Benefits & Limitations

✓ Existing resources

✗ Difficult to scale, difficult to add value

✓ Beneficial for health
Strongly evidence backed

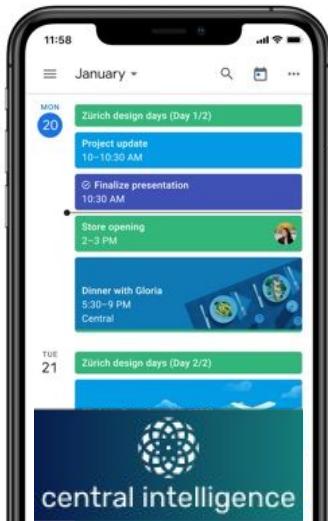
✗ Exercise is physically stressing, can't be done everywhere

✓ **Powerful engagement**, strong value proposition, **scalable**

✗ Investment required for application development

Introducing Central Intelligence...

Intelligently manage work, school, and personal calendars



Highly Automated

Requires a frictionless setup, to timeblock key fatigue eliminators



Cutting edge telehealth

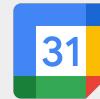
Interface with Headspace mental health ecosystem and auto-scheduling



Data-Driven processes

Analyses current schedule and tailors offerings to maintain connectedness

Key compatibility Layers



Microsoft Teams



Software is compatible with industry's most common calendar applications



Headspace is a key strategic alliance allowing access to key features



Gamified learning modules futureproof the concept of continuous learning

Meet our clients who have their lives transformed by the implementation of CI



He sets up deep work sessions with Central Intelligence

Stefan struggles to find time for his own workload and **consistently is stuck in meetings**



Machine Learning finds his **most productive times** of the day which are **10am - 12pm**



ML takes feedback, automates deep work & recommends shorter meetings



She sets up Headspace sessions with Central Intelligence

Josie is experiencing high amounts of digital fatigue due to **multitasking and stress**

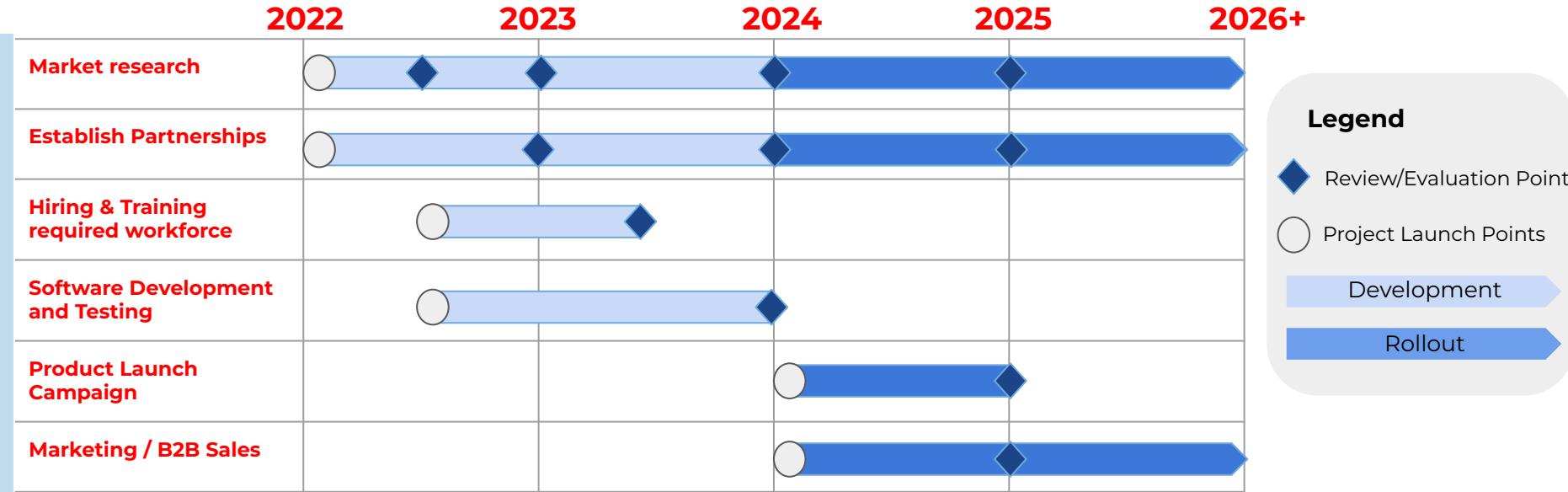


Machine Learning sets short regular daily mindfulness sessions & sleep hygiene



ML takes feedback, automates Headspace & recommends less multitasking

Implementation Timeline



Eventual roll out of Central Intelligence will see over **5000** Enterprises by **2030**



CI's wide array of features provides a large range of impacts on its primary users



With **CI's three main features**, employees can expect improvements in their **digital wellbeing** while remaining **connected with the world**

Guided Meditation



14% decrease in stress



Improved focus by **22%**

Personally Optimised Timetabling



82% completion rate of set goals

Engaging Learning Modules



~10% higher productivity



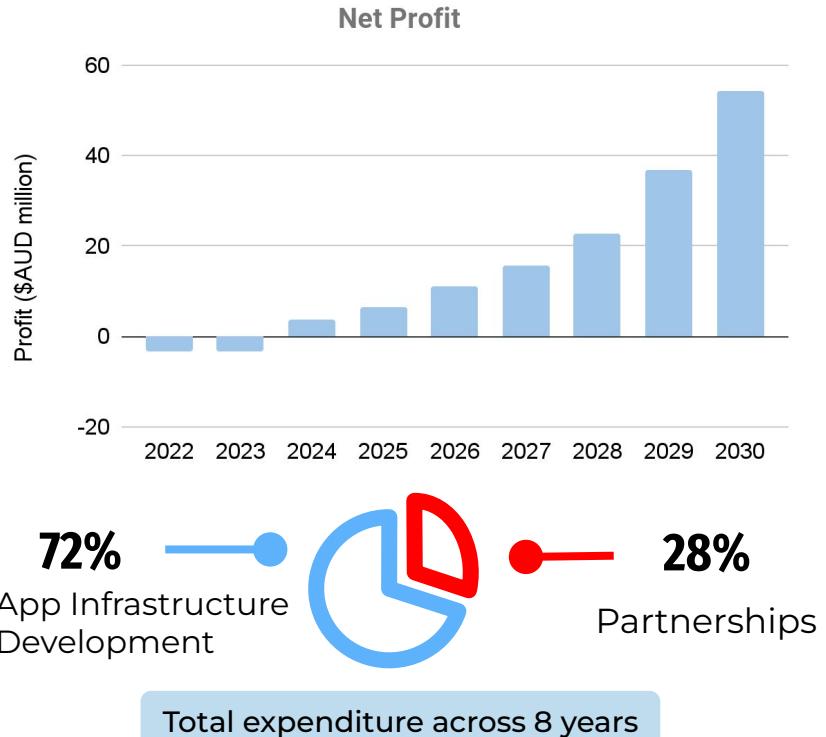
~25% increase in employee retention

Increases **mood, creativity** and **interpersonal relationships**

Increases **organisation** and decreases **timetabling conflicts**

Sticky learning, higher engagement, reinforcement of information

Our strategy provides financial profit and reliable revenue growth



Key Properties



App creation and data collection by development team



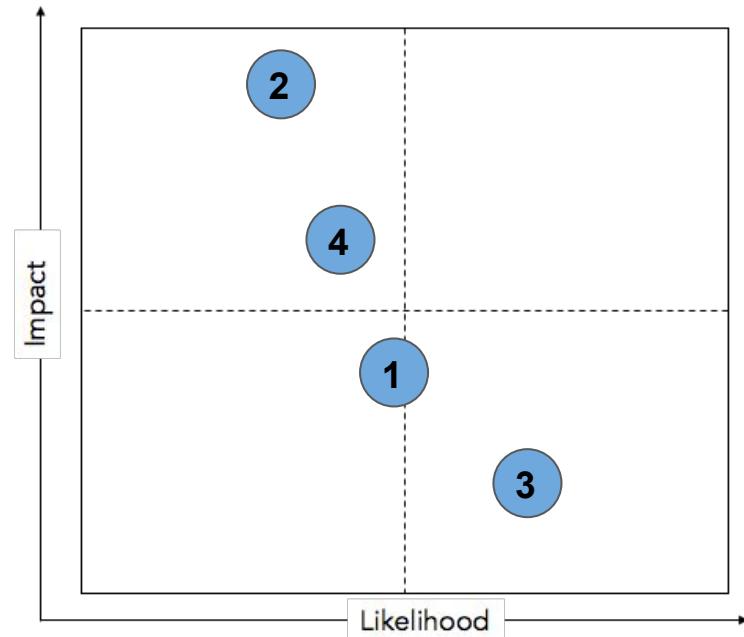
Active individual users reach **820 thousand** by 2030



Cumulative profit of **\$144 million** by 2030

Considering key risks and mitigants for the future of Central Intelligence

Risk-Rating Matrix



Risks

1	Consumers are not utilising Central Intelligence and its features	Integrate notification system to consistently remind users of Central Intelligence impacts
2	A leak in consumer data and privacy	Update software consistently and educate employees on security awareness
3	A lack of customer engagement and purchase rate	Utilise WSP's networks and image as well as feedback forms to maximise engagement
4	Headspace reluctance to cooperate with WSP	Offer the best value proposition regarding exposure and brand name



Appendix and Q&A

ENGSOC x WSP



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Sustainability Trends - Products

2021/2022 SUSTAINABILITY TRENDS

1. Sustainable Products Will Become the Norm

Thanks to Gen Z, sustainable products are one of the top sustainability trends. Expect sustainable products to become mandatory among consumers in the coming months and years. More than any other generation, Gen Z is aware of climate change, loss of biodiversity, and the responsibility they must try and fix these issues. Research suggests that 54% of these young adults think a company's environmental and social efforts are very or extremely important when considering whether to purchase a service or a product. As if that weren't enough, Gen Z is gaining more purchasing power as they join the workforce, so your organization needs to take environmental and sustainability seriously if you want to attract customers.

<https://energywatch-inc.com/sustainability-trends-2021-2022/>

Sustainability Trends - Working from Home

4. Working from Home is Here to Stay

The work-from-home lifestyle is one of the more unconventional sustainability trends, but it's surprisingly effective. Work-from-home took off as a necessity during COVID-19, but it turns out that **working remotely is also very good for the environment.** When we work from home, we reduce the number of cars on the road and energy used by office buildings, thus reducing overall greenhouse gas emissions and fossil fuel consumption. Major companies like **Twitter**, Shopify, and other **tech companies** have already committed to their staff working from home fulltime even when lockdowns lift. This means widespread benefits to the environment generally from less consumption. In the words of Kate Lister, the President of Global Workplace Analytics, "... there is **no easier, quicker, and cheaper way to reduce your carbon footprint than by reducing commuter travel.**"

<https://energywatch-inc.com/sustainability-trends-2021-2022/>

Sustainability Trends - Renewable Energy

3. Renewable Energy Will Become Increasingly Cheaper,

Fossil fuels used to be much cheaper than renewable energy, but that is quickly changing. Wind and solar plants became 70% and 89% cheaper in the last ten years and, their capacity will exceed coal and gas in less than five years, according to the IEA's [Renewables 2020](#). In fact, solar power is now cheaper than coal!

Renewable energy will continue to get cheaper because renewable technology costs follow a learning curve: they get cheaper as we increase capacity. Thus, when countries like the U.S. deploy renewables, they lower the costs for everyone and make the technology accessible for the entire world.

<https://energywatch-inc.com/sustainability-trends-2021-2022/>

Trends surrounding employee voice

2- The employee's voice will get stronger

Today, there are still many companies that do not conceive flexibility and horizontality as part of their organisational structure. Terms such as *telework* or *organisational culture* are perceived as harmful or non-value-added variables for the employee.

As **Randstad** points out, in the coming years the new generation of employees will be looking for companies whose values are aligned with their own ideals. They will not easily give in to certain traditions of employee treatment and will demand more agile organisational structures.

The companies that are not willing to make changes in their organisations will find it more difficult to attract and retain talent. According to **McKinsey**, employee empowerment and diversity, ease of adaptation to change, adoption of new technologies, pursuing a common purpose and networking models will be the key elements that will facilitate employee attraction.

<https://www.goodrebels.com/five-trends-that-will-define-society-and-business-in-the-next-decade/>

Sustainability Trends - Technologies

A key micro impact of this will be the focus by businesses on creating a seamless online/off-line customer journey and a unique and personalized customer experience throughout the life cycle of the product/service.

Smart products will be everywhere around us from smart clothing, watches, phones, to smart buildings and smart cities. The smart city market in particular will take off with the industry expected to be worth \$1.5 trillion by 2020. Smart city market participants will assume one or more of the four main roles in the ecosystem: integrators (the end-to-end service provider); network operators (the M2M and connectivity providers); product vendors (hardware and asset providers); and managed service providers (overseeing management/operation)

<https://www.forbes.com/sites/sarwantsingh/2014/05/12/the-top-10-mega-trends-of-the-decade/?sh=716abf98a62c>

Digital Fatigue and its impact on the brain

VIRTUAL INTERACTIONS AND THE BRAIN

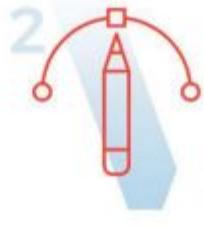
Humans have, by and large, evolved as social creatures. As such, most of our brains instinctively search for and read non-verbal cues during social interactions — body language, facial expressions, and so forth. In a virtual interaction, though, many of these nuances are stripped away. Tight framing, gallery view, and poor audio/video quality all contribute to a degradation of these nuances. Consequently, our brains become hyper-focused and overstimulated, searching for a central point of vision, as well as non-verbal cues that aren't accessible. In short, our brains work extra hard during a virtual interaction. While these challenges may not be the same for everyone (notably, some neuro-atypical people find virtual interactions easier than face-to-face interactions), an increasingly high number of people are struggling with this.

<https://lixar.com/lixar-blog/community/managing-digital-fatigue-balance-benefits-struggles-digital-day-day/#~:text=Digital%20fatigue%20is%20a%20consequence.be%20hard%20on%20the%20body>

Future Ready Trends - Deeper Analysis



See the future
more clearly



Design for
it today



Lead in
innovation

- No escape from technology
- Incorporate technology, but don't make it central to our idea
 - Focus on wellbeing
- Continue to invest in new ideas and keep eyes open
 - Continue with our market research

Managing Digital Fatigue - Pt 1

Exposure to Blue Light

A key aspect of digital fatigue has to do with the amount of blue light we are exposed to, thanks to our screens. Studies have shown that exposure to light suppresses melatonin secretion and throws your circadian rhythms off balance. Feel better and protect your eyes from blue light exposure by putting your smartphones or iPads away at least two-three hours before bedtime.

<https://www.seema.com/tips-to-fight-digital-fatigue/>

Limit those Video Calls

Video chats can drain our energy as we would need to pay more attention to non-verbal cues which are easier to do when we are meeting people face to face. Also, video chats don't allow us to take breaks or walk around. How about limiting video chats and opting in for email or messaging? Or even picking up the phone and talking where you only need to focus on the person's voice and not stare at a screen?

Managing Digital Fatigue - Pt 2

- Time-block your work calendar for “deep work” sessions minus distractions
- Avoid multitasking
- Disable social media push notifications
- Get outside for a walk, hike or run every day
- Practice stillness for 5 to 15 minutes daily
- Plan your week ahead by setting small goals and intentions on Sunday evenings and take time to reflect at the end of each week.

<https://www.seema.com/tips-to-fight-digital-fatigue/>

Follow Set Schedules

Just because the boundary between home and work is absent doesn't mean you wake up anytime or hit the bed anytime you want to. Stick to a routine, end your workday at a specific time each day and do not work beyond it. Also, have distinct work and family spaces at home to create separation.

Accepting that our lives have changed due to the pandemic and that the uncertainty is here to stay may help us all cope better with what has now come to be a cliche – “the new normal.”

Headspace - Benefits

Headspace

- Themed meditation
 - Covers a range of things from cravings to focus
- Timed meditation
- Group meditation
- Sleep section
- Movement
 - Yoga and dance classes to help stay active
- Focus activities
 - A variety of focus and breathing exercises

Why Headspace is Good

- Headspace is good for those new to meditation so if we are to implement it within large populations, beginner-friendly
- Good structure to meditation times
 - schedules
- Good for those who don't have a lot of time
 - Can fit into tight schedules due to quick access
- Good for moving around while meditation if needed
- Group meditation allows for a connection within those who want to relax together



<https://www.healthline.com/health/headspace-vs-calm>

Calm - Benefits

Why Calm is good

- Sleep stories that help with sleep
- Offers calm music such as lofi or instrumentals of popular songs
- Less structure to daily meditation if schedules aren't consistent
- Access to lengthy sleep stories and music

However,

- Not beginner friendly due to complex and lengthy programs
- Doesn't offer group meditation nor active movement programs



Gamification of Online Work

Gamification of online work

Best suited for regular online meetings (monthly reviews, meetings between short groups of people, planning, stuff that don't have to be in a strictly professional environment)

Issue --> Gamification whilst maintaining a professional work environment

Need to strike a balance between keeping professional and keeping fun

This reduces webinar fatigue --> a component of digital fatigue

Benefits --> allows people to keep long meetings without exhausting them as traditional meetings do, also very appealing to the young market 18-25.

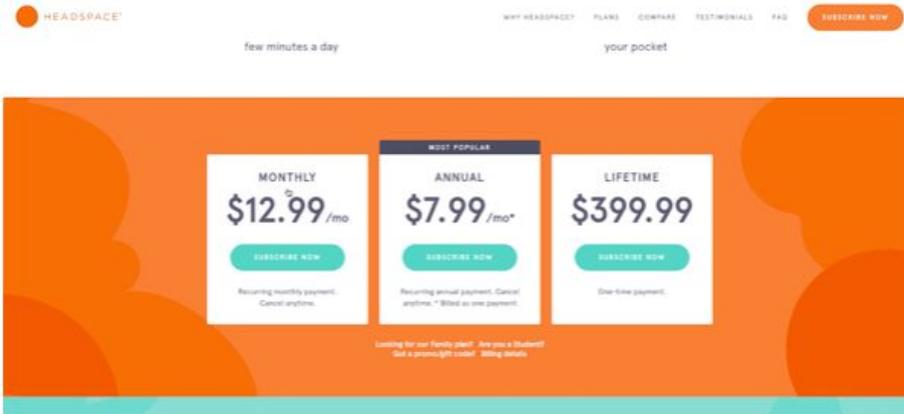
Innovation: Give them a way to contribute to the success of your business by asking for their ideas. An employee engagement app offers in-built innovation modules allowing you to capture ideas and suggestions.

Value Matrix for Meditation Applications



Headspace and Centrical Pricing (Individual)

Headspace offers up three package options on their pricing page:



Pricing



Sales TVs
\$570 per month Based on a 30-seat average

Gamify
\$750 per month Based on a 30-seat average

Coach
\$750 per month Based on a 30-seat average

Pro
\$1200 per month Based on a 30-seat average

Enterprise
Unlimited Experience



App Price

Revenue Driver - App price for customers

Central Intelligence will cost consumers \$180 annually, \$15 per month due to apps that offer features that Central Intelligence do.

Similar applications and their costs

Asana - \$25 per month

Celoxis - \$22 per month

LiquidPlanner - \$15 per month

Appointlet - \$8 per month

Doodle - \$7 per month

Headspace Commercial Customers

Headspace commercial customers

Year	Commercial customers
2018	300
2020	600

Note: Commercial customers include Google, LinkedIn, Starbucks and Adobe. Businesses subsidise Headspace premium for their employees, so one customer could equate to thousands of users.

<https://www.businessofapps.com/data/headspace-statistics/>

Centrical Commercial Customers



WHY CENTRICAL? PLATFORM



HP boosts channel sales revenue through higher engagement with training

HP's sales partners rarely engaged with its learning content or accessed its collaboration platforms. This meant being less than top-of-mind for channel partners and missed opportunities. Using Centrical this tech leader was able to motivate partner personnel to engage with online learning more, become more agile and, sell its products more and better. Download the full case study to see how they did it.

[DOWNLOAD PDF](#)



Salesforce gamification

Use competitions, challenges and rewards to boost sales performance, knowledge and CRM adoption.



Fully integrated for impact

Motivate your sellers with competitions and rewards, provide them with training and enable them to track goals right within their Salesforce window. With [Centrical's Salesforce](#) gamification you can award points, set up competitions and challenges or trigger learning based on any activity from following up on prospects to keeping field records clean and your decisions data-driven.

Impacts of Meditation

Even during those pressure-cooker days, meditation helps by reducing stress, which can muddy the mind and keep us from performing at our best. Meditation not only deepens our concentration, it also lessens the mental effort needed to stay focused. One guided meditation productivity study described it as “a state of concentrated calm or serene attention.” In fact, just one session of Headspace was shown to improve focus and reduce mind-wandering by 22%.

If that state of concentrated calm or serene attention sounds appealing, it might be time to get productive with a meditation practice.

Participants

Participants were recruited via a third-party participant recruitment service (www.findparticipants.com). Eligibility criteria included (a) being 18–50 years old, (b) being fluent in English, (c) having not practiced any form of meditation for 6 months prior to study commencement, (d) having no prior experience with Headspace, (e) having no current or previous psychological illness, and (f) having access to a smartphone and a laptop or computer. A power analysis using the software G*Power revealed that we required 52

After completing the 30-day course, we should emerge with a better understanding of the dynamics of stress and a different perspective of how we relate to the thoughts and feelings that arise. In the 2018 study that relied on the Headspace app, meditation was shown to reduce stress by **14%** over just a 10-day period.

From Headspace:
<https://www.headspace.com/meditation/productivity>

<https://www.headspace.com/meditation/stress#:~:text=feelings%20that%20arise.,In%20the%202018%20study%20that%20relied%20on%20the%20Headspace%20app.%20help%20us%20in%20the%20moment.>

Impacts of Timetabling

Hamilton and Gibson (1996) found that the top one third of projects from a planning completeness perspective had an 82% chance of meeting those goals, whereas only 66% of projects in the lower third did (a difference of 16%). Similar results are seen for schedule and design goals. Shehu and Akintoye (2009) found in a study of construction programs that effective planning had the highest criticality index of 0.870 of all the critical success factors (CSFs) studied.

<https://www.pmi.org/learning/library/importance-planning-phase-project-success-6021>

Serrador, P. (2012). The importance of the planning phase to project success. Paper presented at PMI® Global Congress 2012—North America, Vancouver, British Columbia, Canada. Newtown Square, PA: Project Management Institute.

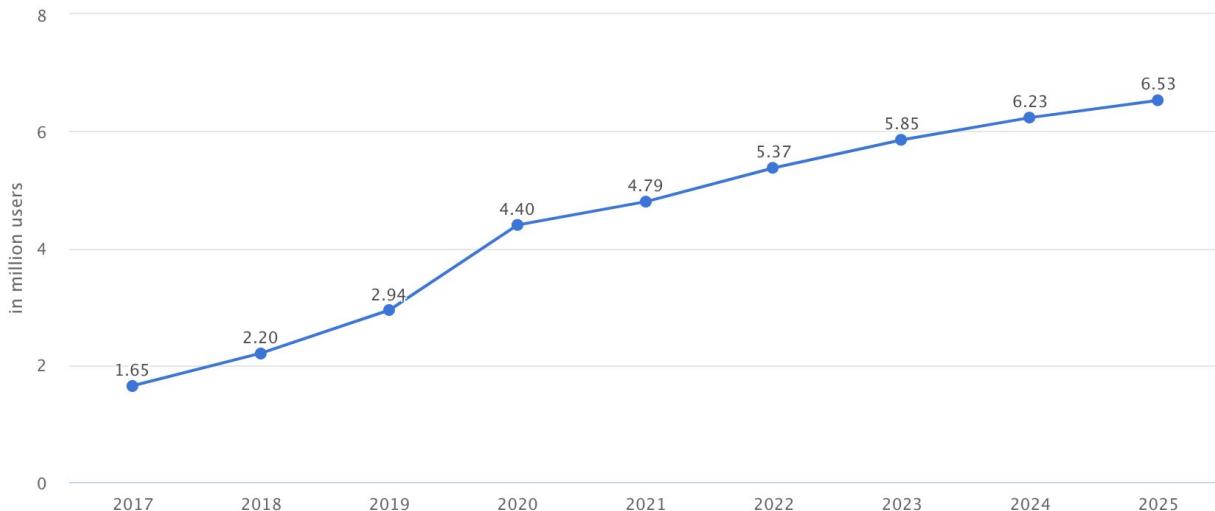
Impacts of engaging learning modules

Research confirms that engagement lowers employees' intention to leave. The Corporate Leadership Council (2004) found that the most engaged employees are 87% less likely to leave their organisation. The same study found that the 100 best places to work (according to their research) had an average voluntary turnover rate of 13% as compared with the average of 28.5% of other businesses in the same industries. What's more, other large scale research has found that 12% of disengaged employees have no intention to leave, while that proportion rises to 66% in engaged employees. Similarly, over half of disengaged employees would consider leaving their current job for another opportunity, while only 25% of highly engaged employees would consider leaving. (Towers Perrin, 2003).

Improving employee engagement is not simply about improving productivity — although organizations with a high level of engagement do report 22% higher productivity, according to a new meta-analysis of 1.4 million employees conducted by the Gallup Organization.

Number of people using app

Users in productivity and well-being apps across Australia



4.8 million users in 2021



Assuming 50% retention rate

Note: successful apps have retention rates of 35%-65%

Number of people after initial launch

Headspace overview

Launch date

6 January 2012

Headspace downloads (total)

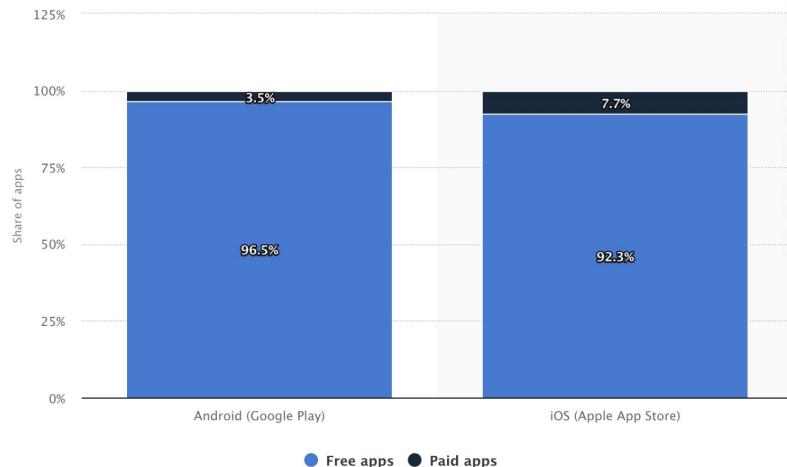
Year	Downloads
2014	1 million

Headspace had approximately 500 million downloads on launch



Approximately 55 million paid downloads worldwide

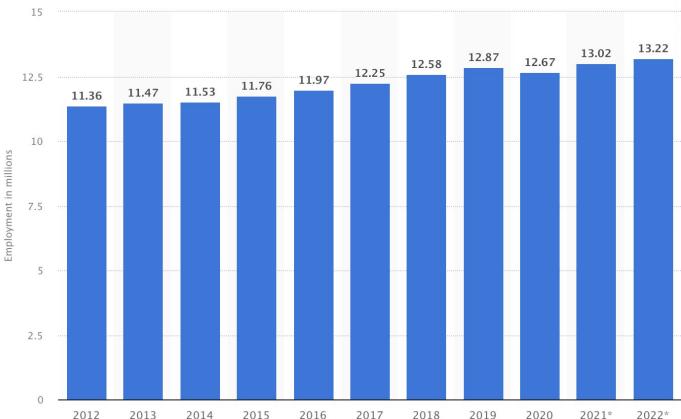
Approximately 11% of downloads are paid



Market Sizing

Market Sizing	Units/Values	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Estimated growth rate	1.30%											
Australian Population	#	25,499,884	25,831,382	26,167,190	26,507,364	26,851,960	27,201,035	27,554,649	27,912,859	28,275,726	28,643,311	29,015,674
Estimated growth rate	1.50%											
Working Population	#	12,670,000	13,020,000	13,220,000	13,418,300	13,619,575	13,823,868	14,031,226	14,241,695	14,455,320	14,672,150	14,892,232
18-25 year old working population	#	1,147,691	1,164,906	1,182,380	1,200,116	1,218,117	1,236,389	1,254,935	1,273,759	1,292,865	1,312,258	1,331,942
18-25 working population in offices/technology	#	404,038	410,099	416,250	422,494	428,831	435,264	441,793	448,420	455,146	461,973	468,903
18-25 year olds in education	#	1,500,000	1,522,500	1,545,338	1,568,518	1,592,045	1,615,926	1,640,165	1,664,767	1,689,739	1,715,085	1,740,811
Addressable 18-25 year old population	#	1,904,038	1,932,599	1,961,588	1,991,011	2,020,877	2,051,190	2,081,958	2,113,187	2,144,885	2,177,058	2,209,714

Graph of working population over time



Revenue

Revenue	Units/Values	Total	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Number of app downloads	#		-	-	-	25,000	40,000	55,000	80,000	120,000	200,000	300,000
Price of app (annually billed)		180										
App downloads/purchases	\$	147,600,000		0	0	4,500,000	7,200,000	9,900,000	14,400,000	21,600,000	36,000,000	54,000,000
SME annual price		850										
Number of SME's					3000	3,240	3,499	3,779	4,081	4,408	4,761	
SME purchases	\$	22,753,149		0	0	2,550,000	2,754,000	2,974,320	3,212,266	3,469,247	3,746,787	4,046,530
LE annual price		2000										
Number of LE's					185	194	204	214	225	236	248	
LE purchases	\$	3,012,543		0	0	370,000	388,500	407,925	428,321	449,737	472,224	495,835
Total Revenue		173,365,692		0	0	7,420,000	10,342,500	13,282,245	18,040,587	25,518,984	40,219,011	58,542,365

Costs

Costs	Units/Values	Total	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
SME and LE Annual price		250,000										
Individual Annual Price		8										
Headpsace partnership	\$	<u>8,310,000</u> -		0	0	450,000	570,000	690,000	890,000	1,210,000	1,850,000	2,650,000
Gamify Price Annual		9,000										
Centrical learning modules	\$	<u>16,000</u> -		0	9,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Number of Software Engineers		7										
Software Engineer	\$	<u>4,978,325</u> -		810,425	810,425	810,425	810,425	347,325	347,325	347,325	347,325	347,325
Number of Developers		5										
Developers	\$	<u>3,152,310</u> -		525,385	525,385	525,385	525,385	210,154	210,154	210,154	210,154	210,154
Number of Marketing Analysts		3										
Marketing Analysts	\$	<u>2,168,848</u> -		295,752	295,752	295,752	295,752	197,168	197,168	197,168	197,168	197,168
Number of Data Analysts		8										
Data Analysts	\$	<u>5,425,576</u> -		834,704	834,704	834,704	834,704	417,352	417,352	417,352	417,352	417,352
Number of Programmers		5										
Programmers	\$	<u>2,718,600</u> -		453,100	453,100	453,100	453,100	181,240	181,240	181,240	181,240	181,240
Number of Project Managers		2										
Project Managers	\$	<u>1,602,055</u> -		246,470	246,470	246,470	246,470	123,235	123,235	123,235	123,235	123,235
Total Costs		<u>28,371,714</u>		3,165,836	3,174,836	3,616,836	3,736,836	2,167,474	2,367,474	2,687,474	3,327,474	4,127,474

Profits

Profits	Total	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Total Revenue	173,365,692	-	0	0	7,420,000	10,342,500	13,282,245	18,040,587	25,518,984	40,219,011	58,542,365
Total Costs	28,371,714		3,165,836	3,174,836	3,616,836	3,736,836	2,167,474	2,367,474	2,687,474	3,327,474	4,127,474
Total Profits	144,993,978		-3,165,836	-3,174,836	3,803,164	6,605,664	11,114,771	15,673,113	22,831,510	36,891,537	54,414,891

**Break even point
2023-2024 (launch year)**

**Cumulative profit of
\$144 million by 2030**

Case study of HP's use of Centrical: Features

<https://info.centrical.com/hubfs/Centrical%20Case%20Studies/Centrical-LFCS-HP%20-%202020.pdf>

Approach

To make the portal more intriguing and intrinsically able to motivate channel sellers to learn and get better at selling HP, the company selected Centrical. They felt the advanced gamification capabilities went beyond the short-lived "sugar high" of the classic points, badges, and leaderboards to attain a more sustainable participation level. They saw the Centrical platform is designed around a holistic view that to improve performance, personnel need to engage with personalized learning activities which, in turn, is facilitated by advanced gamification.

Further, HP opted for the Centrical platform because of the high number and types of KPIs that it tracks and could be customized to include different data sources for superior analytics as well

Advanced Gamification

Using a superhero-themed game narrative, HP created missions, challenges, and activities to drive desired behaviors and interactions. Each activity would gain sellers points. Teams participated in weekly competitions on total points and winners could exchange them for HP swag at a virtual store.

as offer a multitude of methods to create engagement. In addition, Centrical integrated seamlessly with other HP portals as well as its learning management system, where the learning content resides.



Personalized Microlearning

Learning missions were linked to courses which HP wanted sellers to focus on. Certifications were highlighted with the added incentive of higher points awarded for their completion. Bonus points were added to anyone's score if they took additional courses on their own.

Real-time Performance Management

To drive knowledge sharing, three different KPIs were created to track logins, click-throughs, and other actions. Performance against these KPIs were rewarded with points based on personalized benchmarks and goals.

Case study of HP's use of Centrical: Features

“

Centrical is customizable, draws from different data sources, and offers lots of ways to create engagement. Plus, it provides plenty of flexibility in the number and types of KPIs to be tracked.

FREDERIC GARNIER

Sales Operations & Digital Partner Experience Manager

“

Working with the Centrical team is fantastic! The level of professionalism and responsiveness to our needs is great. We're very happy with the engagement levels and the impact we've achieved."

FREDERIC GARNIER

Sales Operations & Digital Partner Experience Manager



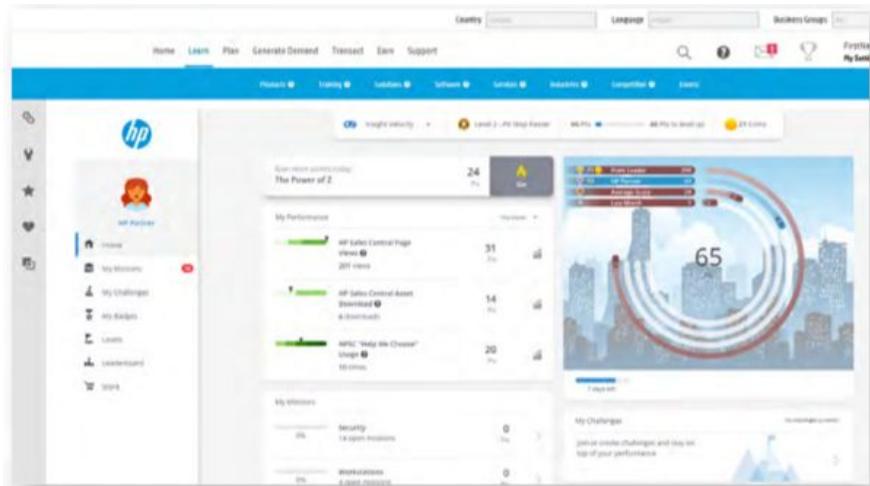
FREDERIC GARNIER

Sales Operations & Digital Partner Experience Manager

“

"By harnessing Centrical's advanced gamification, HP is able to have its channel partners engage more, learn more, and perform better."

Case study of HP's use of Centrical: Features



Case study of HP's use of Centrical: Impacts



Results

Partners' salesforces were segmented by profile attributes, such as field sales or inside sales. This was done to serve two needs:

- Ensure each segment received the right courses and certification recommendations.
- Allow for automatically triggered personalized communications based on salespersons' behavior.

This meant salespersons who didn't download any training assets for two weeks received personalized notifications urging them to check out the relevant asset. Those messages were tailored to cover what should be done, why it was personally useful,

and what will be gained by participating. By making it all highly relevant to the sellers' actual needs, HP is able to get and sustain significantly better engagement levels and develop more knowledgeable and capable channel partner sellers. This was indicated by:

- 31% of sellers logged in to the portal at least twice a week, with the rest doing so at least once a month, as evidence of continued growth of participation.
- Those actively engaging – connecting with the portal at least twice a week – were more actively selling HP products.

- Engagement and completion of assigned learning activities rose 50x among channel sales employees in three months, compared to a lower level of engagement with the Portal recorded in the two years before implementing Centrical.

- During the same three-month period, 445 courses were completed. In the two years prior just 22 courses were taken, a 20X improvement.

Digital Fatigue Causes & Effects

Our team has analysed the topic of digital fatigue which is a prevalent issue in society as the future continues to be highly involved in technology

CAUSES of digital fatigue:

- Visual fatigue: digital eye strain from prolonged exposure to a screen
- Mental fatigue: multitasking, stress,
- Cognitive demands of video conferencing

EFFECTS of digital fatigue:

- Burnout, poor team dynamics
- Negative attitudes
- Losing productivity: always feeling behind on work
- Always turning off video view and multitasking during call
- Feeling the need to spend time alone
- Feeling tense, drained and extremely low energy after a meeting is over

MITIGATIONS that the solution must have:

- Shorter and more effective meetings
- Time block the calendar for deep work sessions
- Setting boundaries with work and allowing time for commitments
- Contact others for help, communication and collaboration
- Practise meditation and mindfulness
- Disable social media notifications
- Physical exercise daily
- Plan week ahead and set goals and reflection evenings
- HAPPINESS and ZERO STRESS is not our goal, it is calmness and composure and stress resistance

Central Intelligence Market Composition

Also as the future evolves further, generation Z will enter the workforce at large; therefore the solution will focus on the workforce between the age of 18-25.



18-25 Unemployed/Students

Highly relevant to students who are undergoing full-time studies and are full of other commitments such as extra-curricular activities.

Digital Fatigue greatly affects this population as remote studying is a theme.



18-25 Working in Enterprises

Very relevant and is our focus for Central Intelligence since the software package has been tailored to suit this lifestyle of corporate meetings.

Our focus will be this group through SME B2B Sales



18-25 Working in other professions

Other professionals are medium relevancy due to their varying schedules and workflow. Regardless, CI will adapt to their behaviours and calendar.

Digital Fatigue may affect this group.

Process of Automation & Personalisation

1

User Data

Data from a user's calendar is usually siloed and not easily interfaced with external software.

Central Intelligence directly utilises an API to access calendar application.



Cloud Elements

2

Extract & Analyse

Central Intelligence uses inhouse AI to analyse user data and current weekly schedules.

However, SaaS provided by AWS provides the infrastructure for which this AI is housed on

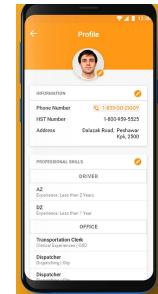


3

User preferences and Machine Learning

On sign in with user email, and after data has been analysed.

User is presented with a profile setup, this is where they list key recurring events, their timeblock preferences with meditation & fitness and finally their behaviours e.g. high rescheduling, low commitment; this will adapt the ML model to automatically also shift timeblocks or set reminders



Short and Long Term Horizon for Central Intelligence

First, it is key to understand that the implementation timeline is built to launch the Central Intelligence Software Application as the minimum viable product. This is to ensure that it has first mover advantage in a tech market which is very rapidly saturated.

Short to Mid Term Time Horizon



Further iteration and app updates

To ensure **frictionless customer experience** and smooth interfacing, app updates and further iteration is key to building a **better software application** over time



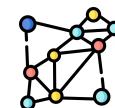
Auto-Shift to Warmer Colour Temperatures and implementation of 5G IoT

Linking computer and other device displays to warmer colour temperatures to **minimise blue light**. In the mid term, **IoT can be used to interface** with smart homes.

Long-Term Dominance of Market Share



Net Zero is a key trend that is proliferating the market everywhere. Central intelligence has been built to align itself with **circular economy principles**.

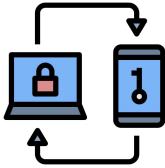


Central Intelligence aims to **further develop connectedness** in a world that are further going down the path of **virtual reality**.

In a work and real life scenario, this means tuning in and being able to **see real-time** other colleagues lives.



Central Intelligence Cybersecurity



2FA

Two Factor Authentication provides an **extra layer of security** utilised when users attempt to login to their account.

It includes email authentication or mobile authentication.



Firewall

A computer software designed to **protect networks** by filtering traffic and **blocking outsiders** from gaining **unauthorised** access to **data**.



Data encrypting

A security method where information is **encoded** and can **only** be accessed by a user with the **correct encryption key**. Avoids data from being read by unwanted personnel.