

Pivotal®

Hello

Why Pivotal?

**Partnering with Pivotal is the most
important thing you'll do this year.**



**Partnering to help you
compete, grow, and transform**



Compete and win
against your current
competitors and
nontraditional
threats

Grow your
business and
reshape your
industry

Transform your
organization to
prepare for the
future

Big bet

Change the industry and claim market share

Pivotal

T-Mobile

- Accelerating growth
- Q4 2018 best quarter ever for new customers
- Q4 2018 lowest ever customer churn

34,000 app instances on PCF

300M daily transactions

83% fewer incidents

10x increase in planned deployments

Big bet

Compete against online retailers and win

Pivotal

Dick's Sporting Goods

- eCommerce sales up 16% in Q3 2018
- Best-ever Black Friday sales period

25% increase in developer productivity

65% faster web page load times

0 hours spent on manual security patching

Big bet

Rebuild culture around delivering value at speed

Pivotal

U.S. Air Force

- Current and future conflicts won with data and technology
- Projects resulted in millions of dollars of savings each week

18 different product teams

Shipping software daily
rather than yearly

Global deployments of PCF

What do these organizations have in common?

→ **Executive buy-in**

Leaders recognize the changing competitive landscape and know that success depends on major investments in people and technology.

→ **Clear app modernization strategy**

There is a value-driven approach to improving fault tolerance, scalability, performance, and functionality of existing software.

→ **Commitment to secure software engineering and cloud-native operations**

Agile teams continuously deliver secure, test-driven, user-centric software. Intense focus on automating operational toil and offering application-centric services via APIs.

→ **Multi-cloud platform**

They use proven platforms to run their software on the right abstraction, in the right cloud.

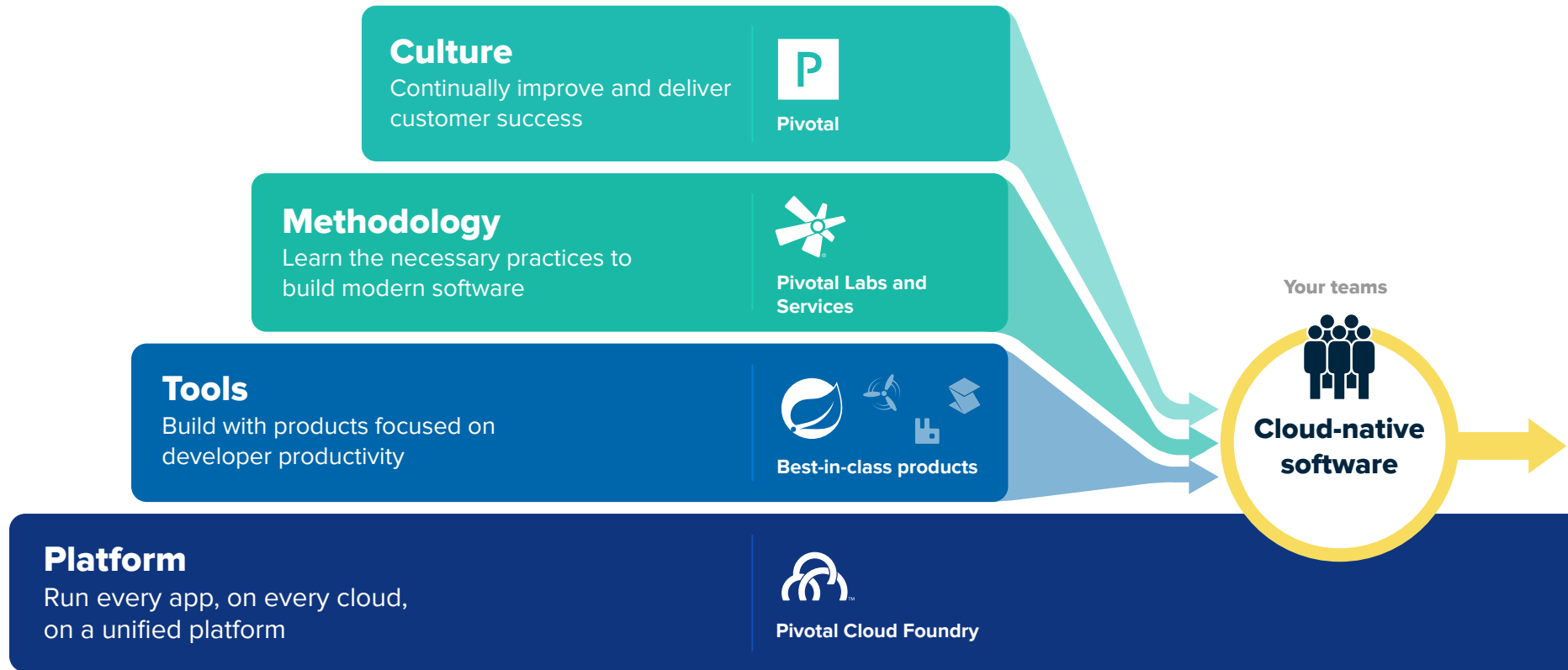


Why us?
We partner differently.



“Pivotal has been partnering differently since birth and way before it became fashionable.” — Greg Otto, Comcast

Pivotal's partnership approach to software is holistic



Platform



Pivotal Cloud Foundry is a unified cloud-native platform.

Run modern apps



Pivotal
Application Service

Run containerized workloads



Pivotal
Container Service

Run scale-to-0 functions



Pivotal
Function Service

Ecosystem of Pivotal and partner services

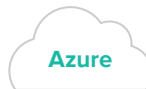


Pivotal
Marketplace

Platform security

Innovative engineering of **extensive automation** and **go-fast-to-stay-safe approach**

Multi-cloud



Tools



We believe that productive developers are happy developers. Pivotal invests R&D into engineering the best tools for building software.



Committed to open-source software

Pivotal packages mature open-source software (OSS) for consumption. We're a leading contributor to OSS projects and commercialize the best of the industry.

Methodology



Pivotal Labs and Services teach enterprises to accelerate their adoption of cloud, modern software practices, and organizational change.

Move your apps

App Transformation

Build better apps

Pivotal Labs

Operate your platform

Pivotal Cloud Foundry Solutions

Culture



Our focus is on continuous improvement and better outcomes. It's core to who we are.

And we're committed to bringing that focus—at scale—to our partnerships.

368

subscription customers

125

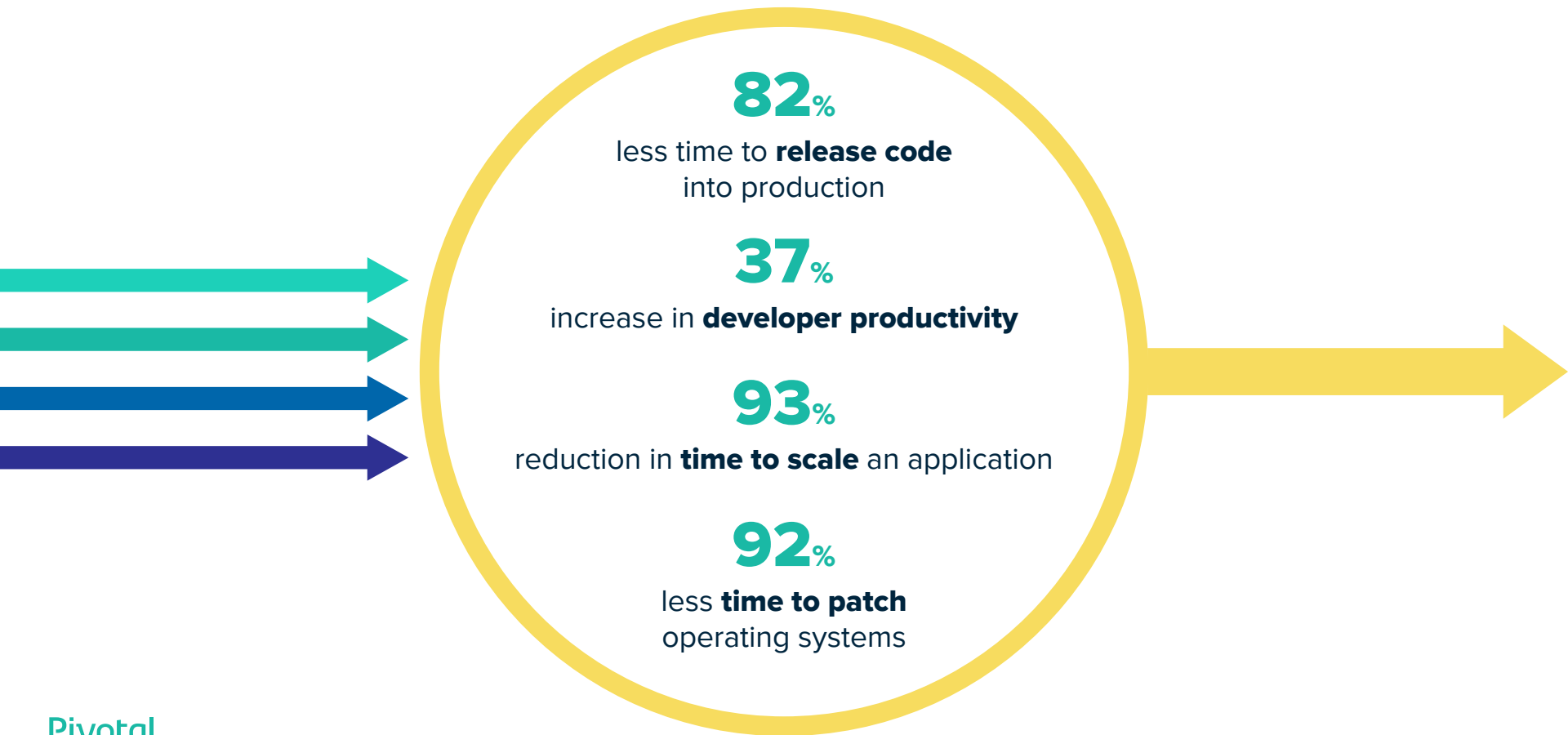
ISVs integrated with PCF

2,800+ employees

27 global offices

As of November 2018

The result is transformative



We start with an impactful project



**Whiteboard session with
apps and ops teams**



Explore areas of impact

**Get an application running
on the platform**



Deliver value and see proof of
what's possible

Value stream assessment



Identify improvement areas and
metrics to measure success

The Pivotal logo is centered on the slide. It features the word "Pivotal" in a white, sans-serif font, with a small registered trademark symbol (®) to its upper right. The background is a solid teal color with a pattern of lighter teal geometric shapes, including squares and triangles, some of which are tilted at various angles, creating a dynamic, layered effect.

Pivotal®

Transforming how the world builds software

Appendix

Big bet

Redefine the industry and capture market share

Pivotal

DBS

- Largest bank in SE Asia and 50% of market share in Singapore
- Named **Best Digital Bank** by Euro Money
- Built the world's largest banking API portal using PCF

6x faster time to market

10x increase release cadence
with **6x** decrease in effort

0 downtime since moving
production to PCF in 2016

Big bet

Rebuild culture around delivering innovation at speed

Pivotal

Thales

- Built *Digital Factory* to drive company-wide transformation
- **Top 100 Global Innovator** by Clarivate Analytics six times in last eight years

80% of dev time spent coding

3 months to market rather than years to production

99.7% uptime for apps on PCF

Products built on PCF **run on any cloud**

Big bet

Compete with online banks and win

Pivotal

Rabobank

- 8.3 million customers in 39 countries
- One of world's **highest rated** commercial banks
- Named **Safest Bank** by Global Finance
- 85 features in mobile app

PCF chosen as microservices platform for entire bank

4 foundations and **100+ applications** in production managed by **3 people**

Big bet

Drive new business models to compete with online retailers

Pivotal

Kroger

- Leverage tech and data for *Customer First* strategy
- 5 billion coupons downloaded
- Digital sales increased by 60%

400 apps in production

Nearing **100% availability**

Minutes, not hours to deliver an app

PCF automatically scales as customer base grows