



Windsurf SDR Challenge

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Agenda

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- 03 Outbound Email
- 04 Mock Discovery



Target Company Research

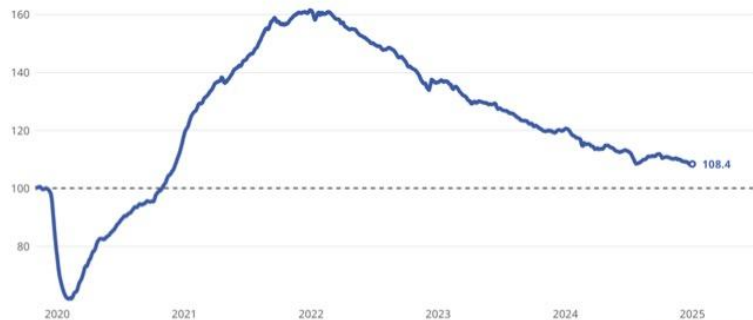
The HR Technology sector is experiencing the effects of macroeconomic factors...

The number of open roles continues to decline nationwide...

significantly impacting unemployed workers' options for landing a new job

Job postings are moderating after falling past their peak

U.S. data, Index (100 = February 1, 2020), data through April 04, 2025

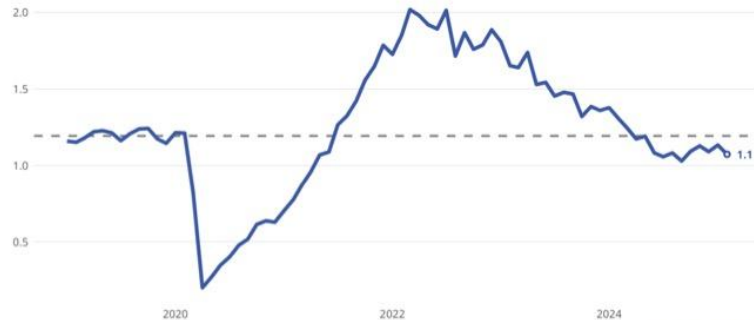


Source: Indeed

indeed

The ratio of openings to unemployment is now below 2019 levels

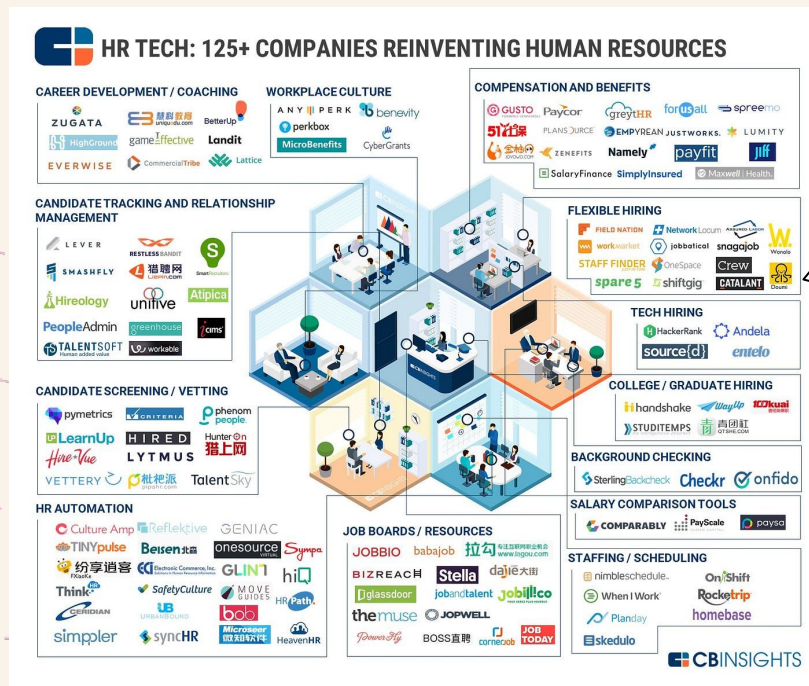
Job openings per unemployed worker, U.S. data, January 2019 - February 2025



Source: US Bureau of Labor Statistics

indeed

and increased competition throughout the hiring value chain



Indeed's market position is primarily in the sourcing stages, but they actively fight for wallet share of HR budget

These conditions directly impact Indeed's revenue drivers

Vulnerable revenue component

Revenue Source	Payment Model	Features	Components
Sponsored Ads	<ul style="list-style-type: none">• Pay-per-click• Pay-per-application	<ul style="list-style-type: none">• Improve visibility of job listings to qualified candidates	<ul style="list-style-type: none">• # of sponsored ads• # of clicks / apps• Price per click / app
Indeed Smart Sourcing	<ul style="list-style-type: none">• Monthly subscription• Annual subscription	<ul style="list-style-type: none">• Contact candidates directly• Virtual interviews• ATS integrations• AI-powered candidate recommendations• Performance analytics	<ul style="list-style-type: none">• # of employer subscribers• Price per subscription

Source(s): Indeed Website, Gemini Deep Research

Consequently, Indeed is investing in efficiency and AI to weather headwinds

Strategic Focus	Initiatives	Execution	Success Metrics
Operational Efficiency	<ul style="list-style-type: none">●Employee productivity●Organization restructuring	<ul style="list-style-type: none">●AI-enhanced workflows●Lean, efficient teams	<ul style="list-style-type: none">●Revenue per employee●Revenue opportunity●Return on investment (ROI)
AI Innovation	<ul style="list-style-type: none">●Enhance candidate-facing products●Enhance employer-facing product●Improve candidate-employer matching technology	<ul style="list-style-type: none">●AI Career Scout●AI Talent Scout	<ul style="list-style-type: none">●# of paid ads●Price per job ad●# of employer subscribers

Source(s): Indeed Investor Presentation

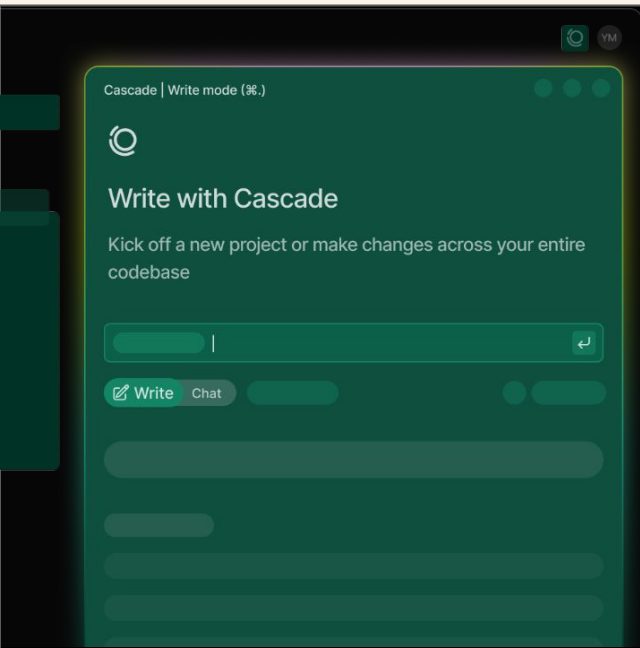
Windsurf demonstrates impact on developer efficiency almost immediately

	<u>DRW Holdings</u>	World Wide Technology	<u>Anduril</u>
Overview	Capital markets	Telecommunications	Defense
Objective(s)	Increase development velocity while meeting security & governance standards	Increase developer productivity, while respecting IP security	Increase developer productivity while meeting compliance and security standards
Outcome(s)	100K+ accepted code suggestions monthly, ~10K hours developer hours saved	30-50% reduction in time it takes to complete repetitive tasks, reducing developer cognitive load	100s of hours saved in first few months, increased velocity in shipping improvements

Source(s): Windsurf Website, WWT Case Study

Windsurf achieves results with Cascade, a powerful agentic coding engine

Cascade writes 90% of Windsurf users' code, generating ~57 million lines of code daily



Aware

Cascade follows developers' actions to infer intent

Intelligent

Cascade integrates into developer's coding environment to provide high quality suggestions

Capable

Cascade goes beyond the editor and can search the web, deploy apps, and inspect previews

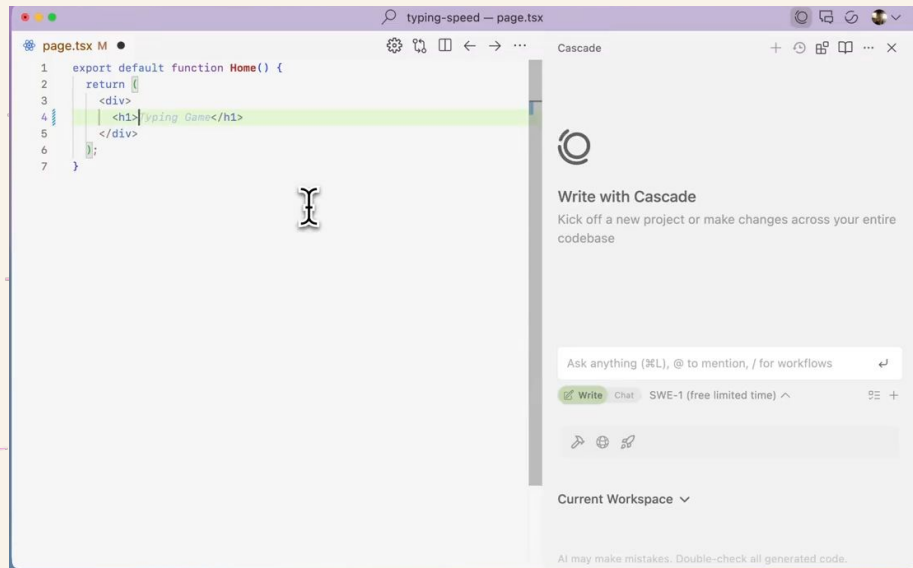
Customizable

Cascade adapts to developers' workflows and environments

Results-driven

Cascade is dialed into developer productivity, feeding reliable data into analytics dashboard to measure value

With Cascade as the engine, Windsurf's platform supercharges developers throughout the SDLC



Planning Mode

Developer + Cascade collaboration to create dynamic project plans

Tab

Complete
Supercomplete
Tab to jump
Tab to import

Preview

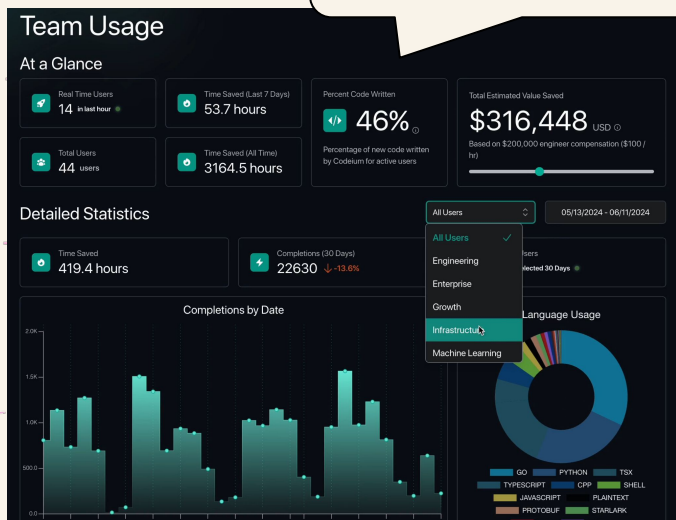
View website previews before shipping to adjust elements or fix errors

Deploy

Deploy changes directly from the editor

The team is committed to delivering outcomes, while prioritizing security and transparency

Analytics dashboard tracks productivity gains across users and teams



Windsurf

Security

SOC2 Type II
FedRAMP
HIPAA Compliant

Flexibility

40+ IDE support
70+ languages
6 model options

Performance

44.6% PCW*

Analytics

Performance and activity



Outbound Email

Outbound Email

Hello Anthony,

Just read your blog post on Indeed's partnership with Salesforce where you talk about avoiding integrating AI for AI's sake. The team here at Windsurf shares that perspective.

Windsurf focuses on delivering real value to engineering teams through agentic coding tools. For example, we've helped:

- **Accelerate project roadmaps** at DRW Holdings by unlocking **~10,000 developer hours monthly**
- **Cut time on repetitive tasks by 50%** at World Wide Technology, freeing their team to **prioritize innovation**
- Achieve a **20-40x ROI** across 4,000+ enterprise partners

Are you open for a call to explore how Windsurf can drive similar results for Indeed?

Thank you,

Jordy Rodriguez

Source(s): Indeed Blog



Discovery Call Kick-off Script

Outbound Email

Thanks for connecting. I have us down for 15 minutes and want to make sure we make the most out of our time together.

During our call, I want to make sure we cover 2 things:

- I'd like to learn about the state of the SDLC at Indeed
- I'd like to explore how Windsurf can enhance your developers' workflow

At the end, if we find that Windsurf can improve your current state, I'd like to schedule a more technical follow-up call to show you how we can do that. Does that sound okay to you?

Perfect, to start off, can you help me understand the SDLC at Indeed?

If unclear, use this prompt: typically, our partners initially share that it takes months to onboard junior developers or their developers spend too much time on repetitive tasks. Does that resonate?