Windsurf SDR Challenge

By Jordy Rodriguez

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Agenda

01 Indeed Research (5–10 min)

02 Windsurf Research (5–10 min)

03 Outbound Email (10 min)

**04** Mock Discovery (30 min)

Research

Windsurf

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
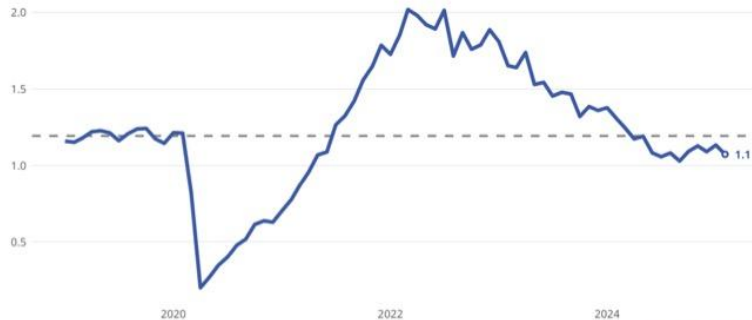U.S. data, Index (100 = February 1, 2020), data through April 04, 2025
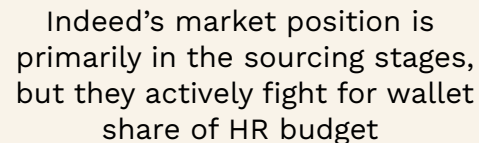
108.4
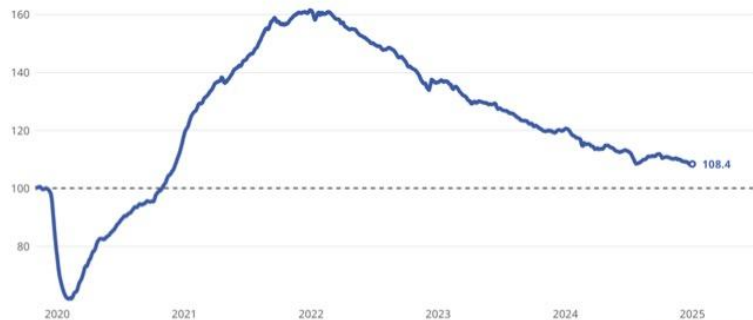
Source: Indeed

indeed

The ratio of openings to unemployment is now below 2019 levels
Job openings per unemployed worker, U.S. data, January 2019 - February 2025

1.1

Source: US Bureau of Labor Statistics

indeed

Source(s): Indeed Hiring Lab Labor Trends, Bureau of Labor Statistics

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

Source(s): CBInsights

Windsurf

These conditions directly impact Indeed's revenue drivers

Vulnerable revenue component

Revenue Source	Payment Model	Features	Components
Sponsored Ads	●Pay-per-click ●Pay-per-application	●Improve visibility of job listings to qualified candidates	●# of sponsored ads ●# of clicks / apps ●Price per click / app
Indeed Smart Sourcing	●Monthly subscription ●Annual subscription	●Contact candidates directly ●Virtual interviews ●ATS integrations ●AI-powered candidate recommendations ●Performance analytics	●# 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	●Employee productivity ●Organization restructuring	●AI-enhanced workflows ●Lean, efficient teams	●Revenue per employee ●Revenue opportunity ●Return on investment (ROI)
AI Innovation	●Enhance candidate-facing products ●Enhance employer-facing product ●Improve candidate-employer matching technology	●AI Career Scout ●AI Talent Scout	●# of paid ads ●Price per job ad ●# of employer subscribers

Windsurf demonstrates impact on developer efficiency almost immediately

	DRW Holdings	**World Wide Technology**	**Anduril**
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

Write with Cascade

Cascade | Write mode (⌘.)

Write with Cascade

Kick off a new project or make changes across your entire codebase

Write · Chat
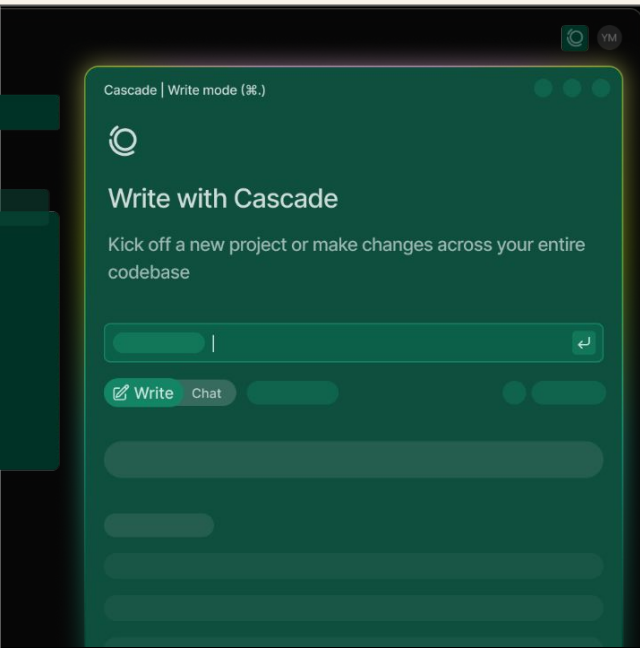
|	
Aware	Cascade follows developers' actions to infer intent
Intelligent	Cascade integrates into developer's coding environment to provide high quality suggestions
Capable	Cascade goes beyond the editor and can search the web, deploy apps, and inspect previews
Customizable	Cascade adapts to developers' workflows and environments
Results-driven	Cascade is dialed into developer productivity, feeding reliable data into analytics dashboard to measure value

Source(s): Windsurf Website

With Cascade as the engine, Windsurf's platform supercharges developers throughout the SDLC
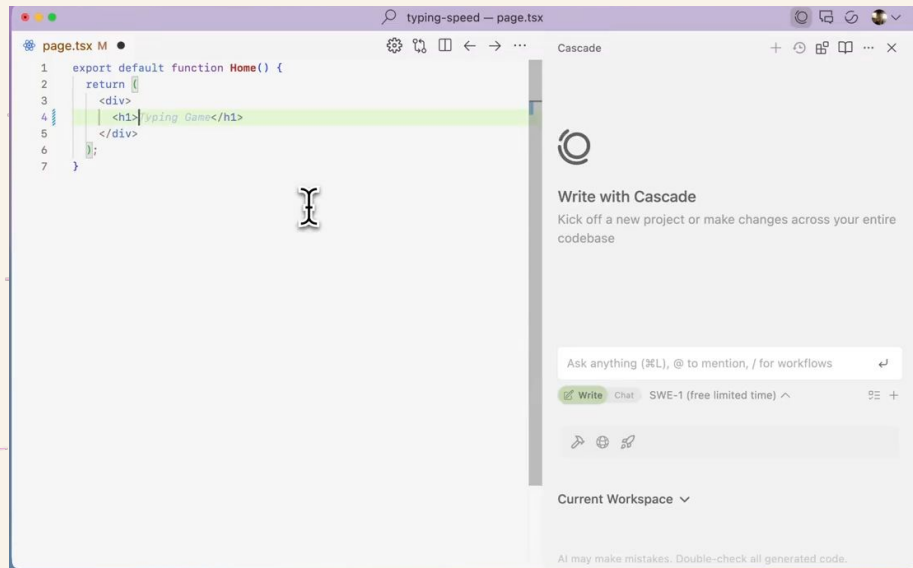
|	
Planning Mode	Developer + Cascade collaboration to create dynamic project plans
Tab	Complete Supercomplete Tab to jump Tab to import
Preview	View website previews before shipping to adjust elements or fix errors
Deploy	Deploy changes directly from the editor

Source(s): Windsurf Website

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

Analytics dashboard tracks productivity gains across users and teams
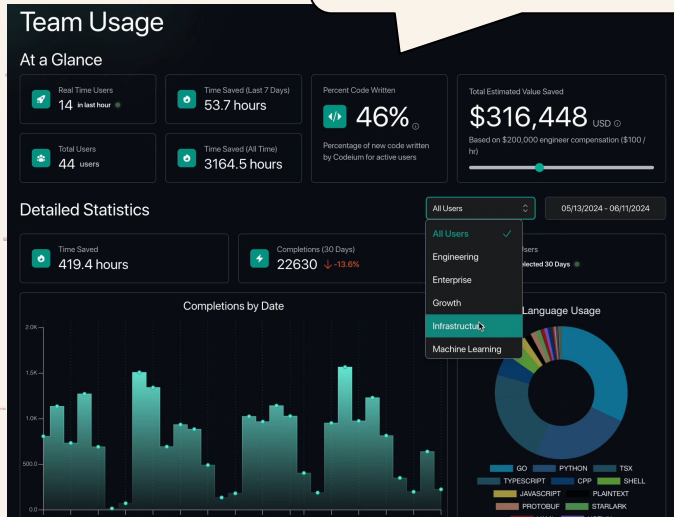
	Windsurf
Security	SOC2 Type II FedRAMP HIPAA Compliant
Flexibility	40+ IDE support 70+ languages 6 model options
Performance	44.6% PCW*
Analytics	Performance and activity

Source(s): Windsurf Website

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?

Source(s): Indeed Blog