



# Pendo Overview

Series B Investor Presentation

Founded by product leaders from Google, Rally Software, Cisco, and Red Hat • 56 Employees



**TODD OLSON**  
CEO



**ERIK TROAN**  
CTO



**ERIC BODUCH**  
VP Marketing



**RAHUL JAIN**  
VP Customer Success



**SHANNON BAUMAN**  
VP Product



**CHAS SCARANTINO**  
VP Sales

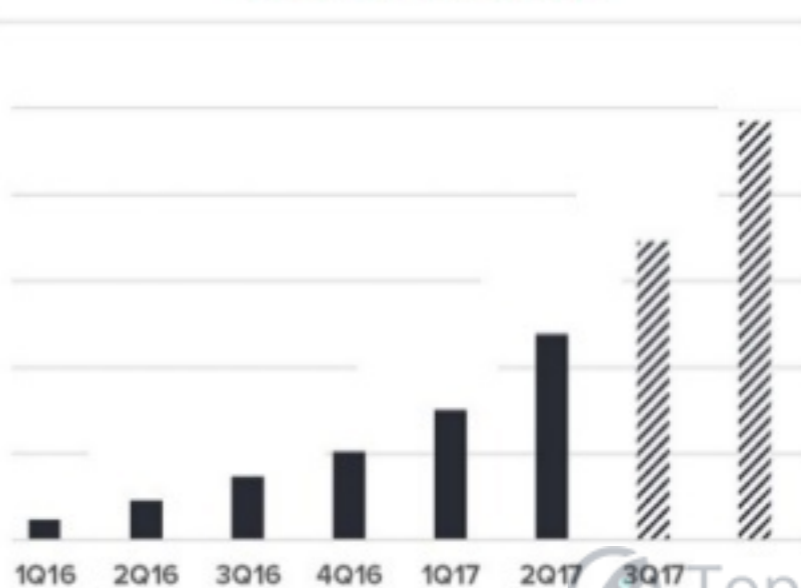


**JASON DEAN**  
VP Finance

Founded in 2013 • Raised \$11M to date • Based in Raleigh, NC

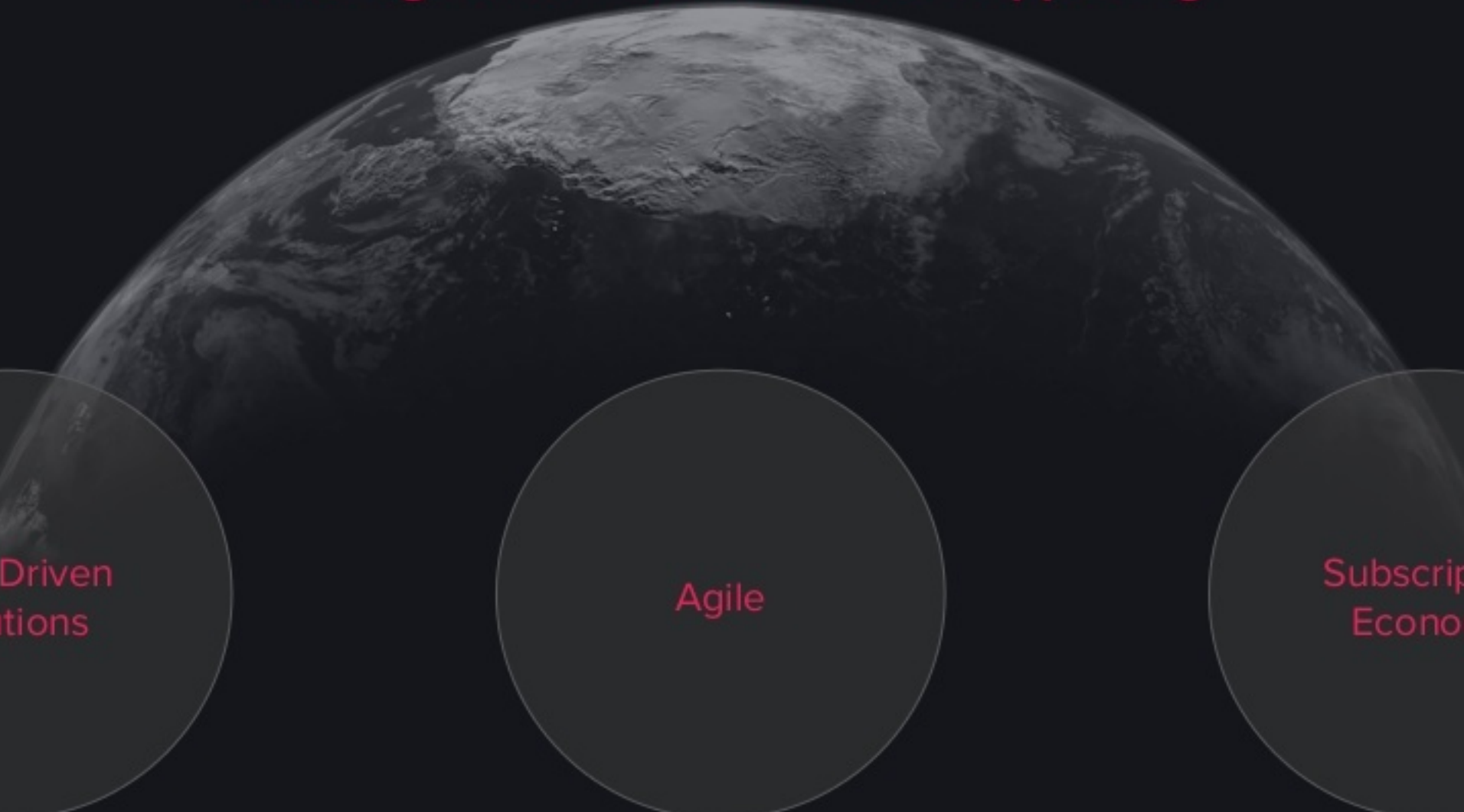


Ending Quarter ARR



NOTE: Fiscal year ends January 31

## The Digital Transformation is Happening.



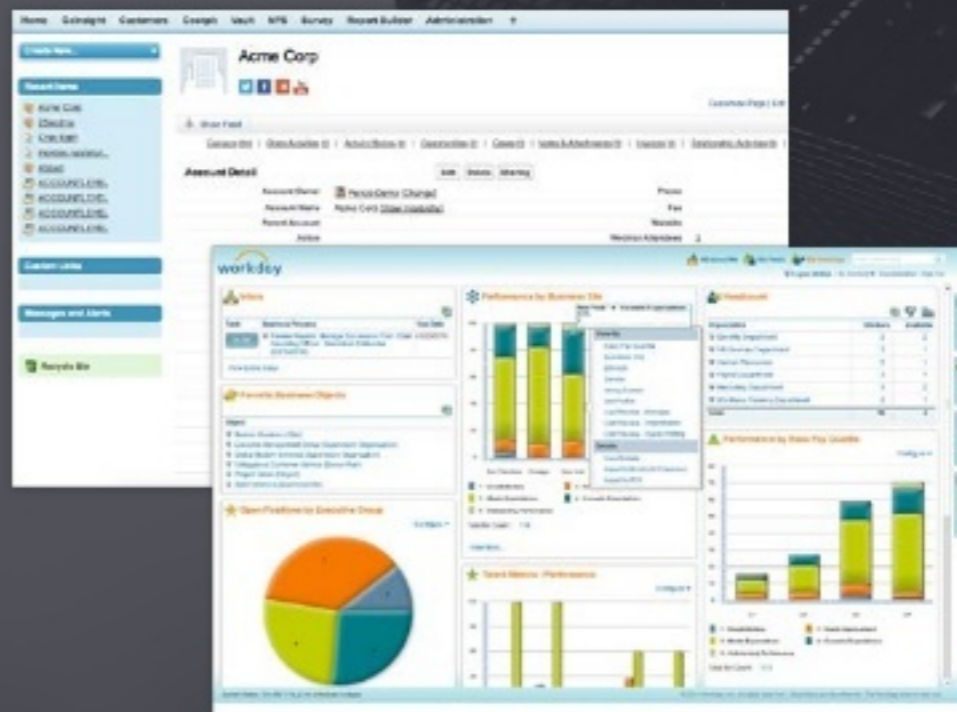
Data-Driven  
Solutions

Agile

Subscription  
Economy



Users are demanding that their software at work behaves like their software at home.





# First Integrated Platform for Product Experience

**ROBUST PRODUCT ANALYTICS**

**HIGHLY RELEVANT FEEDBACK**

**PERSONALIZED GUIDANCE**

Try this feature!  
We noticed you're spending a lot of time adding usernames to segments. Did you know you can upload a CSV?  
[Show Me »](#)

What's Your Role?  
  
[Submit](#)

pendo Dashboard

NPS SCORE: 57<sup>TH</sup>

RESPONSE RATE: 27%

ACCOUNTS: 36 (Today), 25 (Yesterday), 58 (Last 7 Days), 86 (Last 30 Days)

ACCOUNTS PER WEEK

123 (Last 30 Days)

Pendo extends your product to capture all user behavior, gather feedback, and provide contextual help

# The Foundation: Data



With just a small JavaScript snippet added to your application, Pendo begins to capture every single click and pageview in your application. You can pass Pendo additional user details like role, plan level, and revenue for additional context.

# Key Strengths

## Fully Integrated Solution

Incorporates what traditionally would be three to four disparate tools to improve experience into a single integrated solution.

## Targeted Messaging

Built-in in-application messages enable teams to personalize a user experience based on real-time behavior.

## Rich User/Customer Segmentation

View usage by user and/or customer. Integration with tools like Salesforce.com provides insights based on CRM information.

## Capture Everything

We grab all user events and enable teams to visualize insights into any aspect of your product. All insights are retroactive to our install date.



# Why Pendo?

Pendo's unique capabilities provide significant value across the organization



## Customer Success

Increase customer visibility and reduce support and education costs



## Product Management

Focus resources on the features that really provide value



## Executive Leadership

Bring product data to strategy discussions and board presentations



## Marketing

Identify advocates and execute up-sell / cross-sell campaigns



## Engineering

Monitor usage volume and performance to get ahead of potential issues



## Sales

Optimize the trial experience and increase conversions

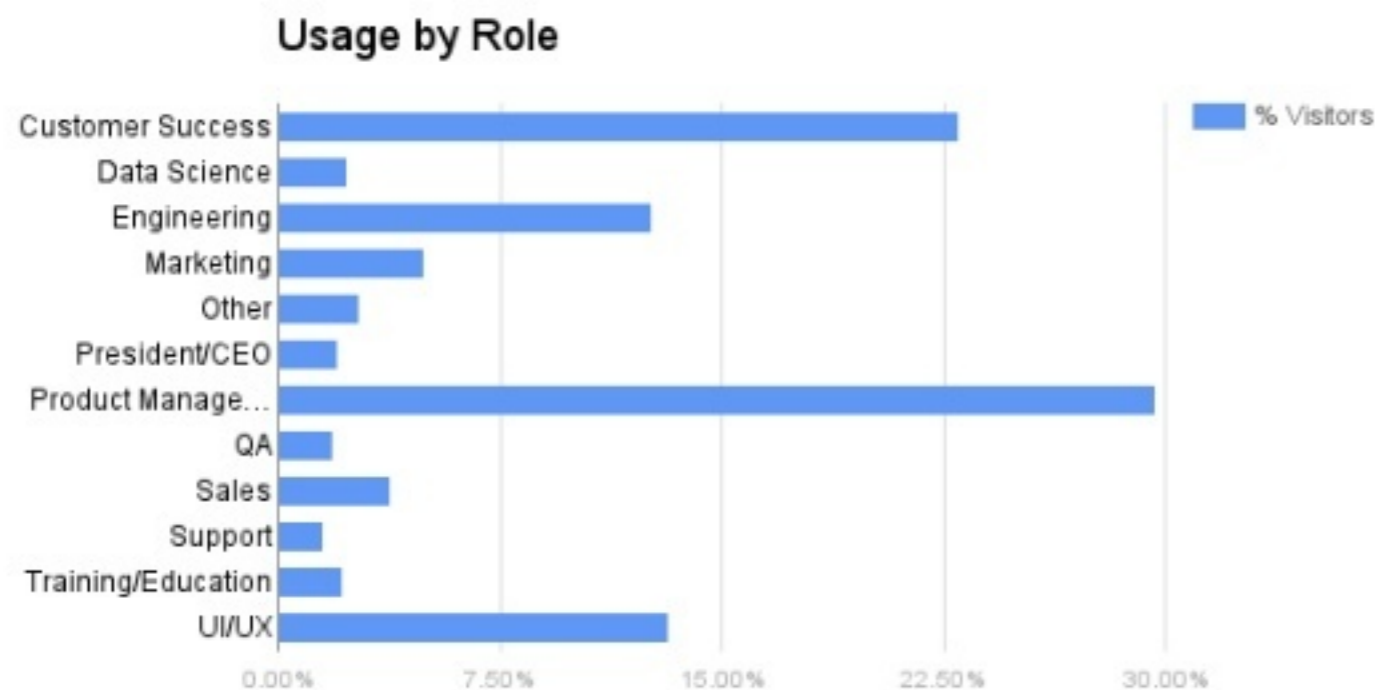


## User Experience

See where users struggle and optimize the experience without development



# User Engagement



- Land in Product / UX
- Expand into Customer Success



# How Infor Uses Pendo



*Monitor end user performance to delight customers*

- Standard across HCM Suite
- Combination of On-Premise, Single-tenant, and Multi-tenant products
- Negotiating Enterprise-wide Deal





# How Sprinklr Uses Pendo



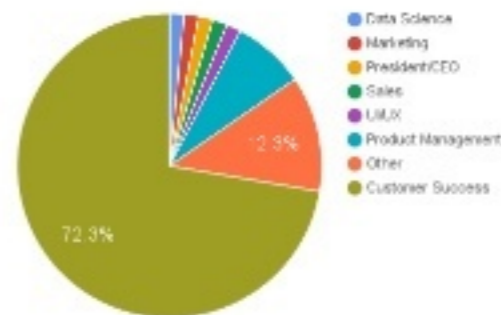
*Make help in-context instead of out-of-context*

*“If I look at my support tickets today, more than 60 - 70% of them are questions on how to use the product. Pendo is going to reduce the time we spend on support tickets, and give us a much better customer experience.”*

- **Murali Swaminathan, EVP Client Success and Engineering**



Sprinklr Roles



Over 100 active users



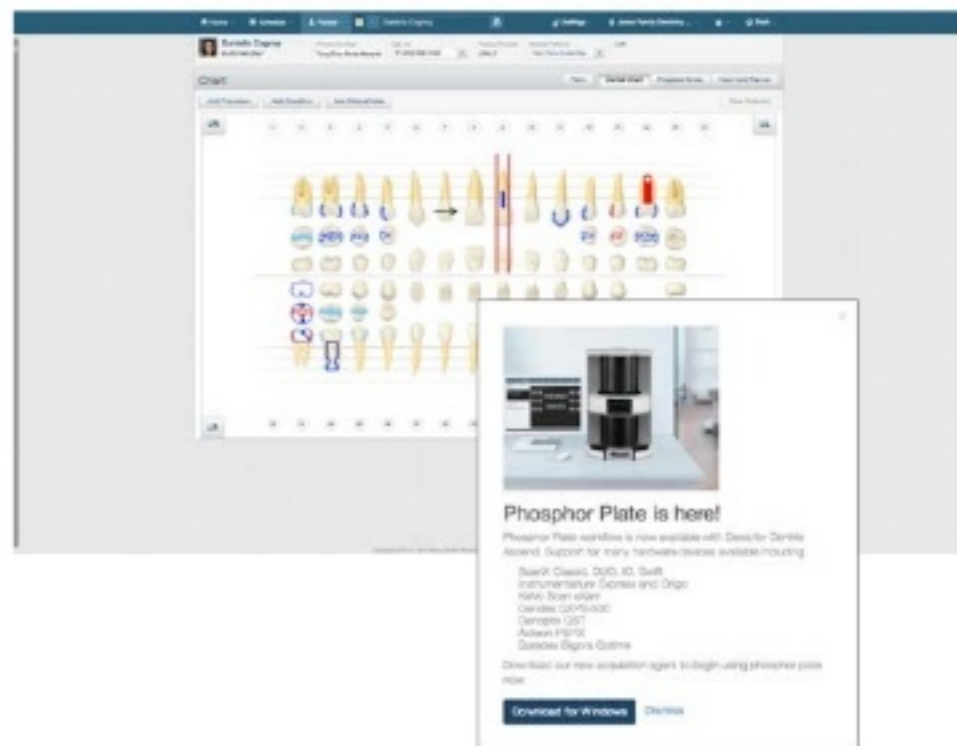


# How Henry Schein Uses Pendo

## Increased Customer Satisfaction

*“On our last NPS poll in August, we saw a 55% response rate! [...] Oh, and as a result of improvements we made we raised our NPS by 53 points in 6 months”*

- **Dan Larsen, Director of Product Management**



## A few of our other customers...

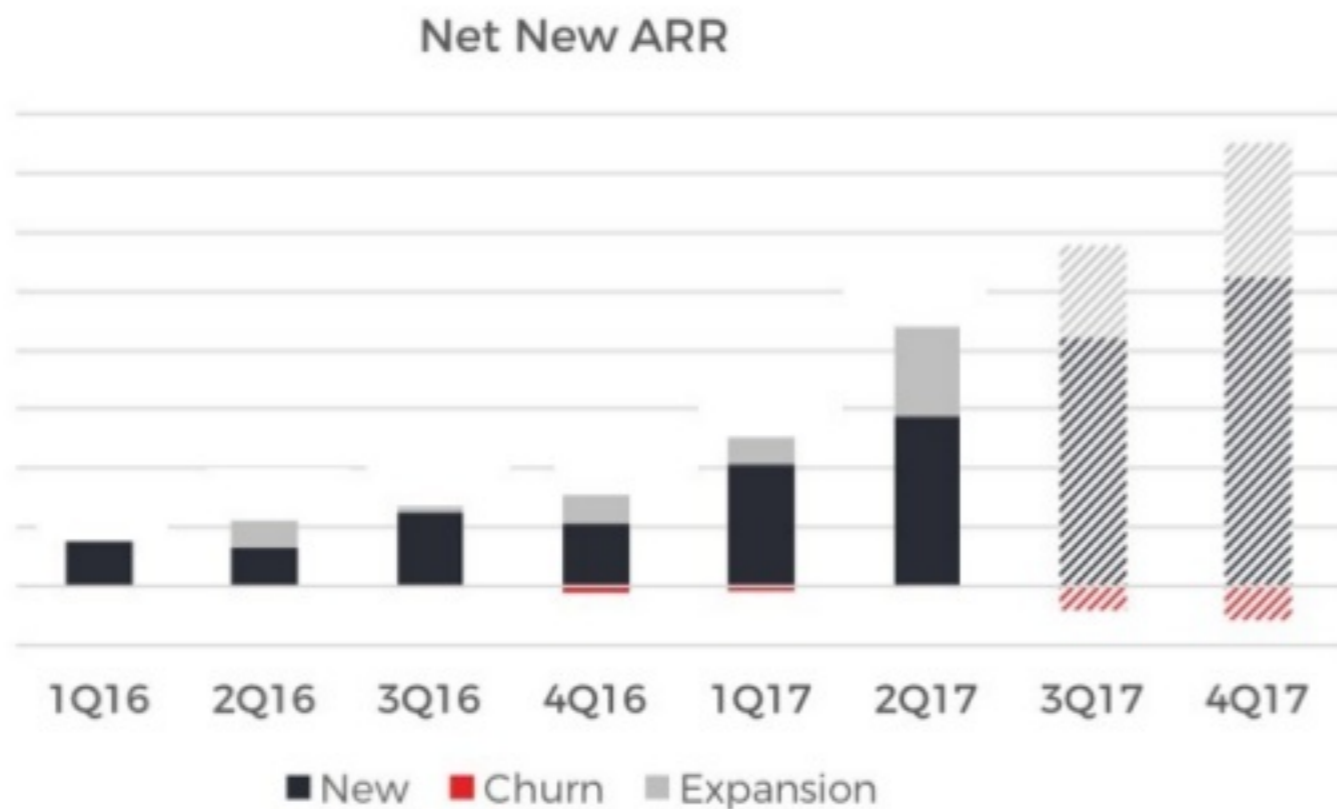
Redacted

## Go to market

- **Type:** Direct, mostly inside sales team
- **Current Target Customer:** B2B web-based businesses
- **Target Persona:** Product management
- **Pricing:** Monthly active end users per product

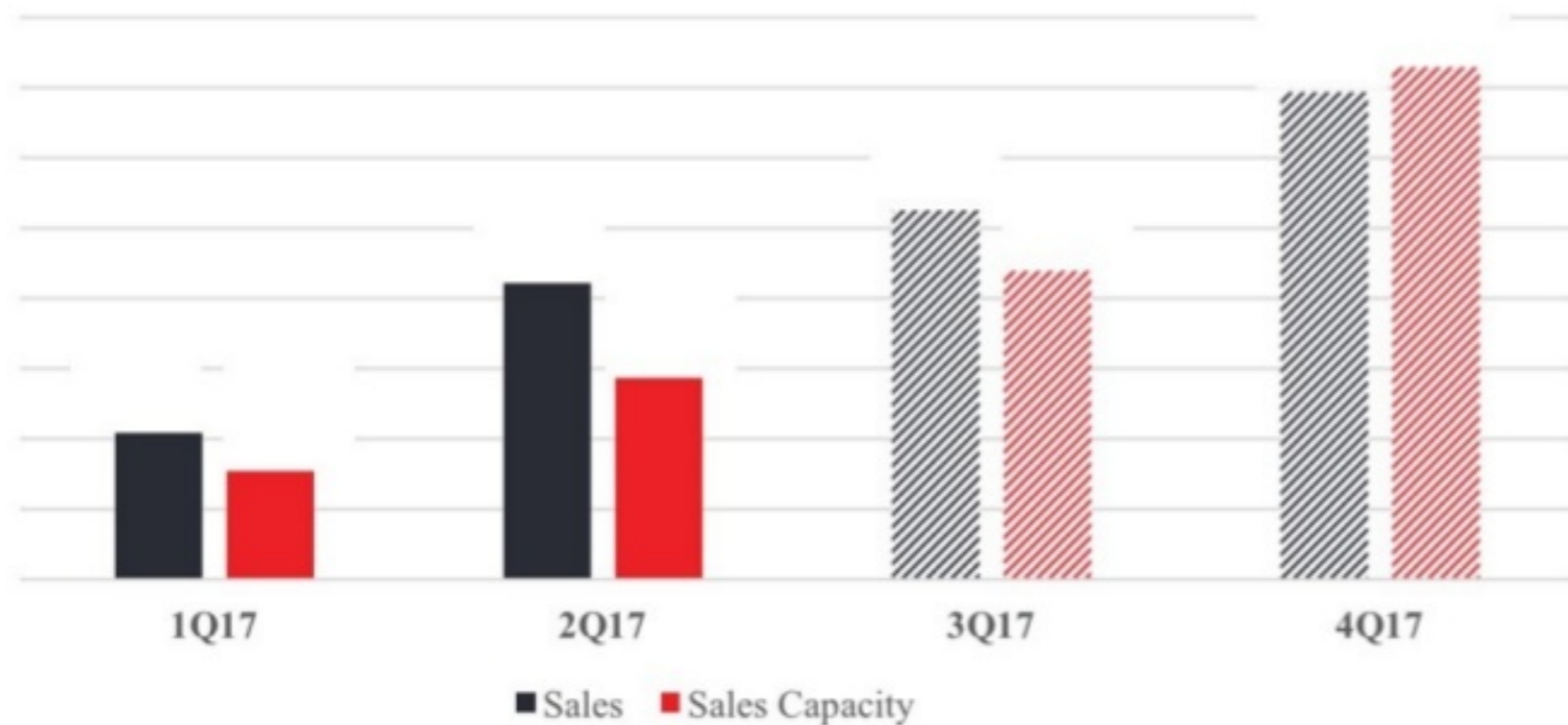


# Net New ARR Growth



# Sales Quota Capacity

Sales vs. Sales Capacity



- Sales quota capacity is meeting and exceeding our new bookings goal.

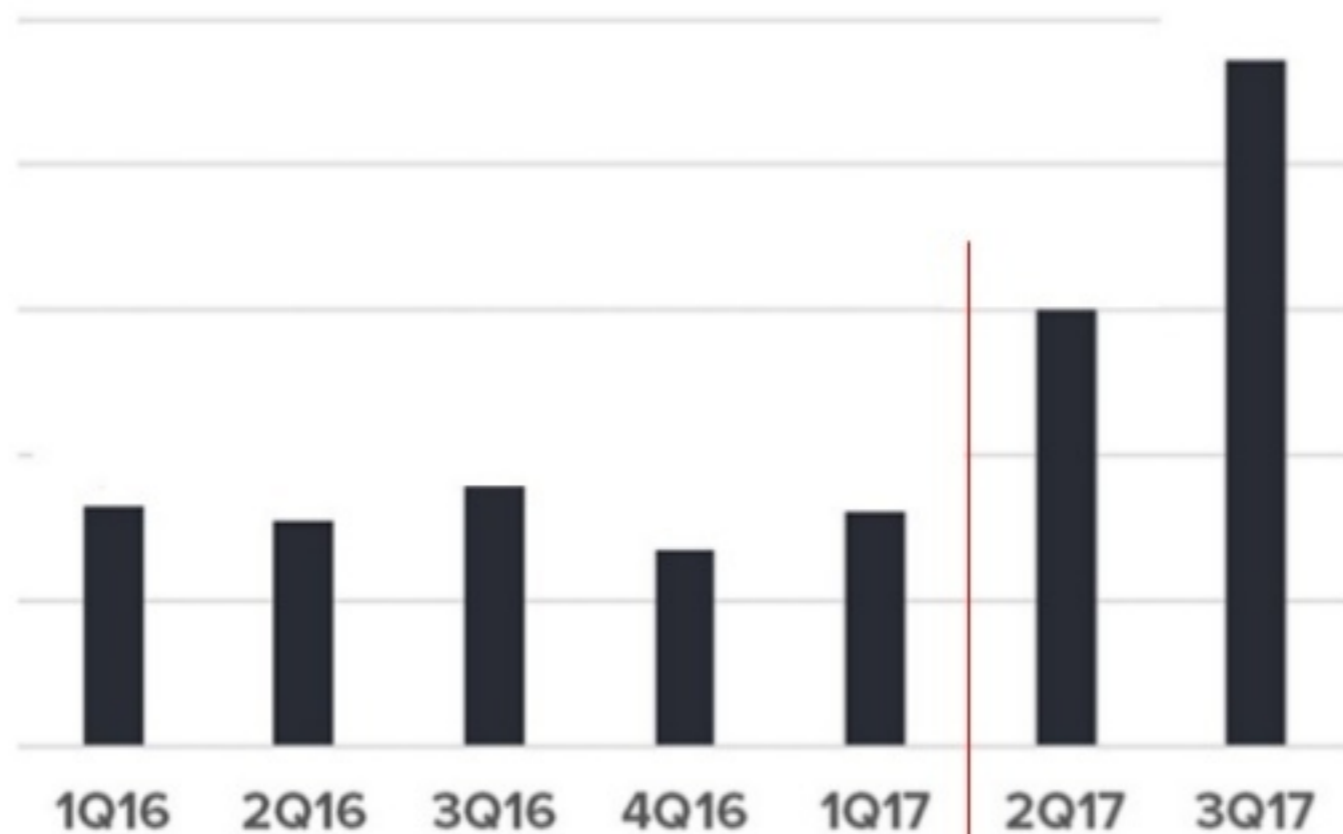
# Cohort Trending





## New ASPs Trending Up

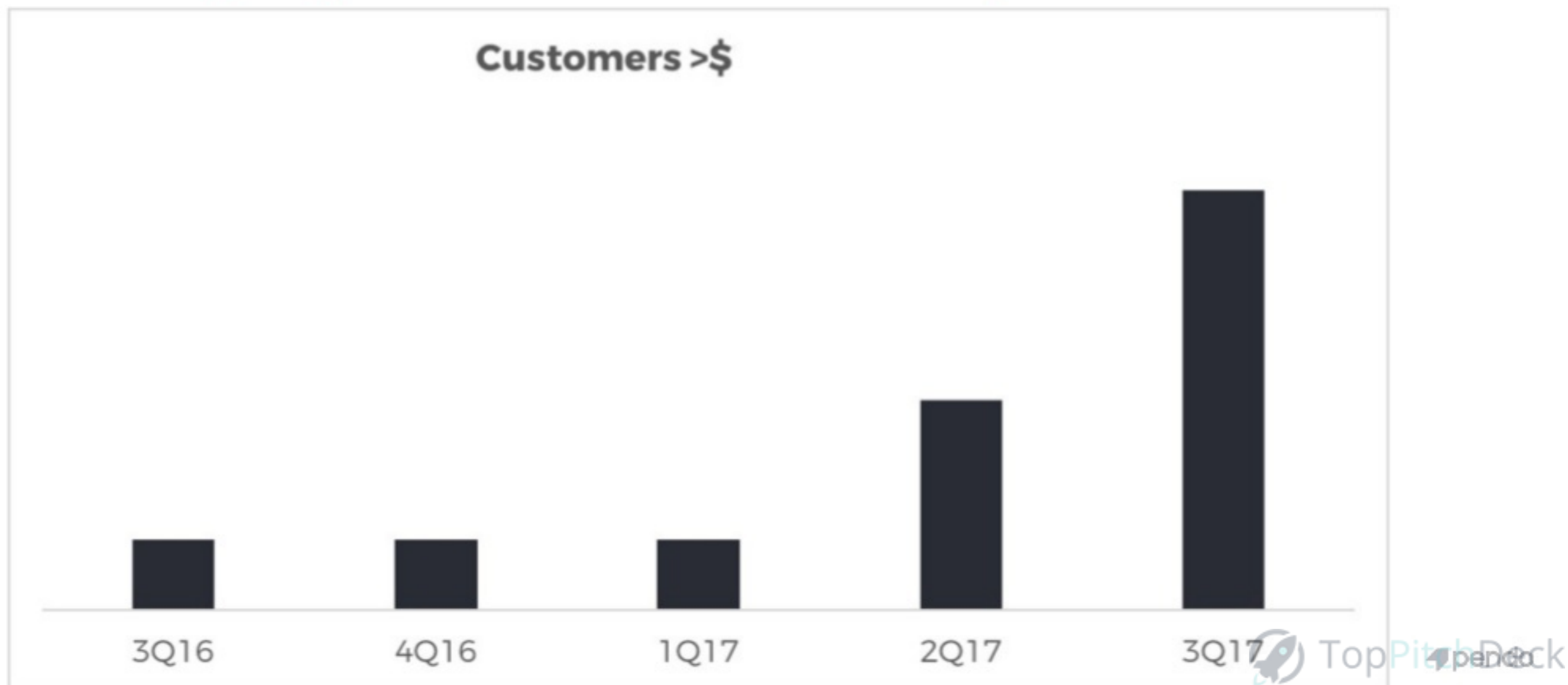
Avg. Revenue Per New Customer



3Q 2017 represents deals as of 10/12/2016

Minimum price point increased

## Moving Up Market to Serve Enterprise Customers



# Total Addressable Market



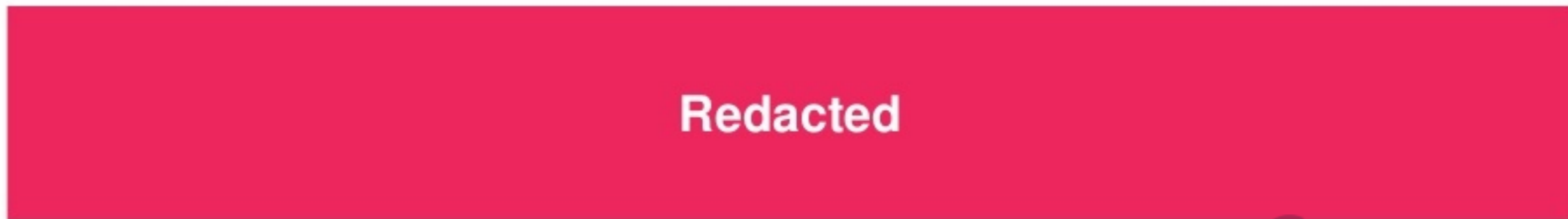
B2B SaaS



On-Premise  
Application  
Software



Digitally-Enabled Businesses &  
Internal Applications



Redacted

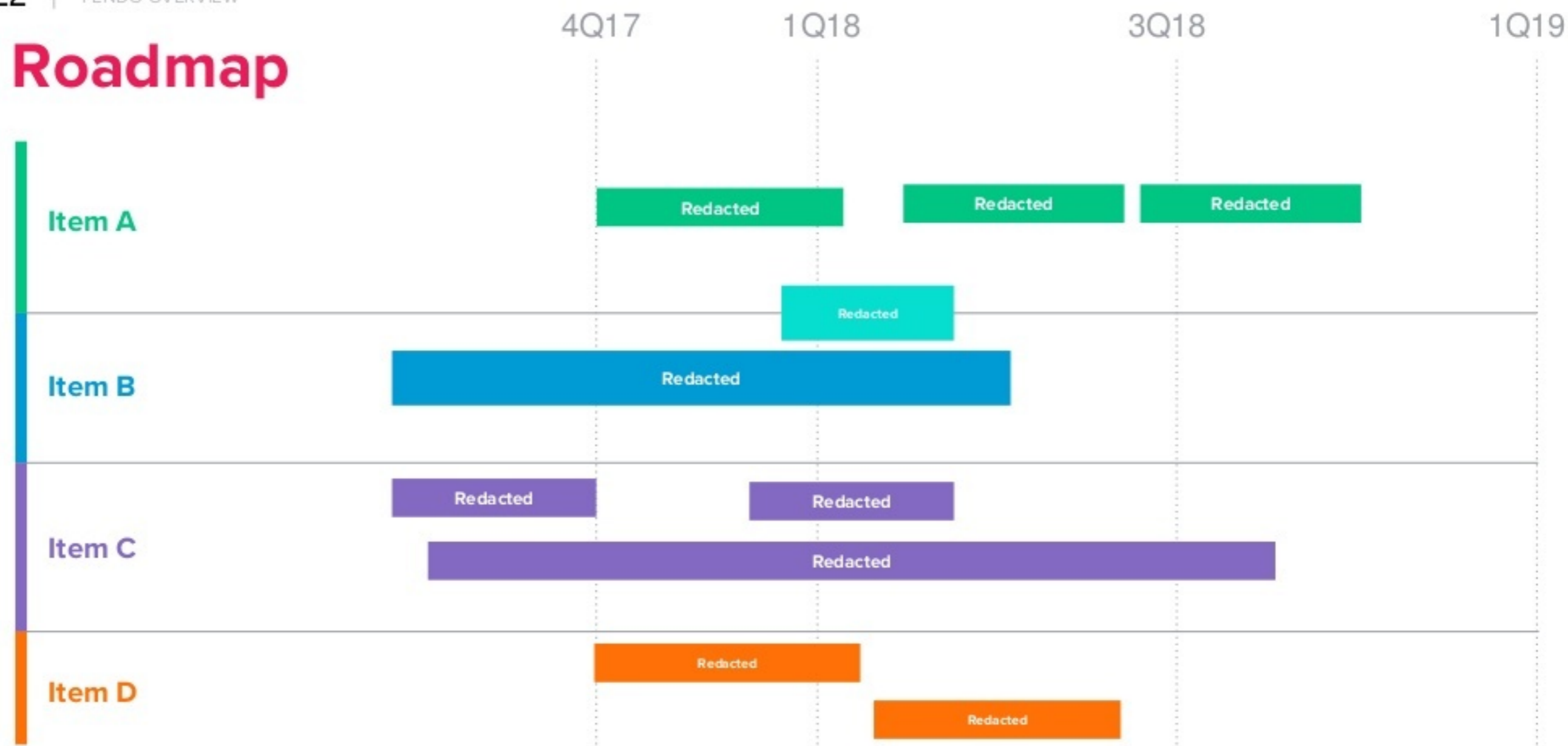
Sample  
Customers

Current  
Pipeline

# Competitive Analysis

Redacted

# Roadmap



Roadmap subject to change

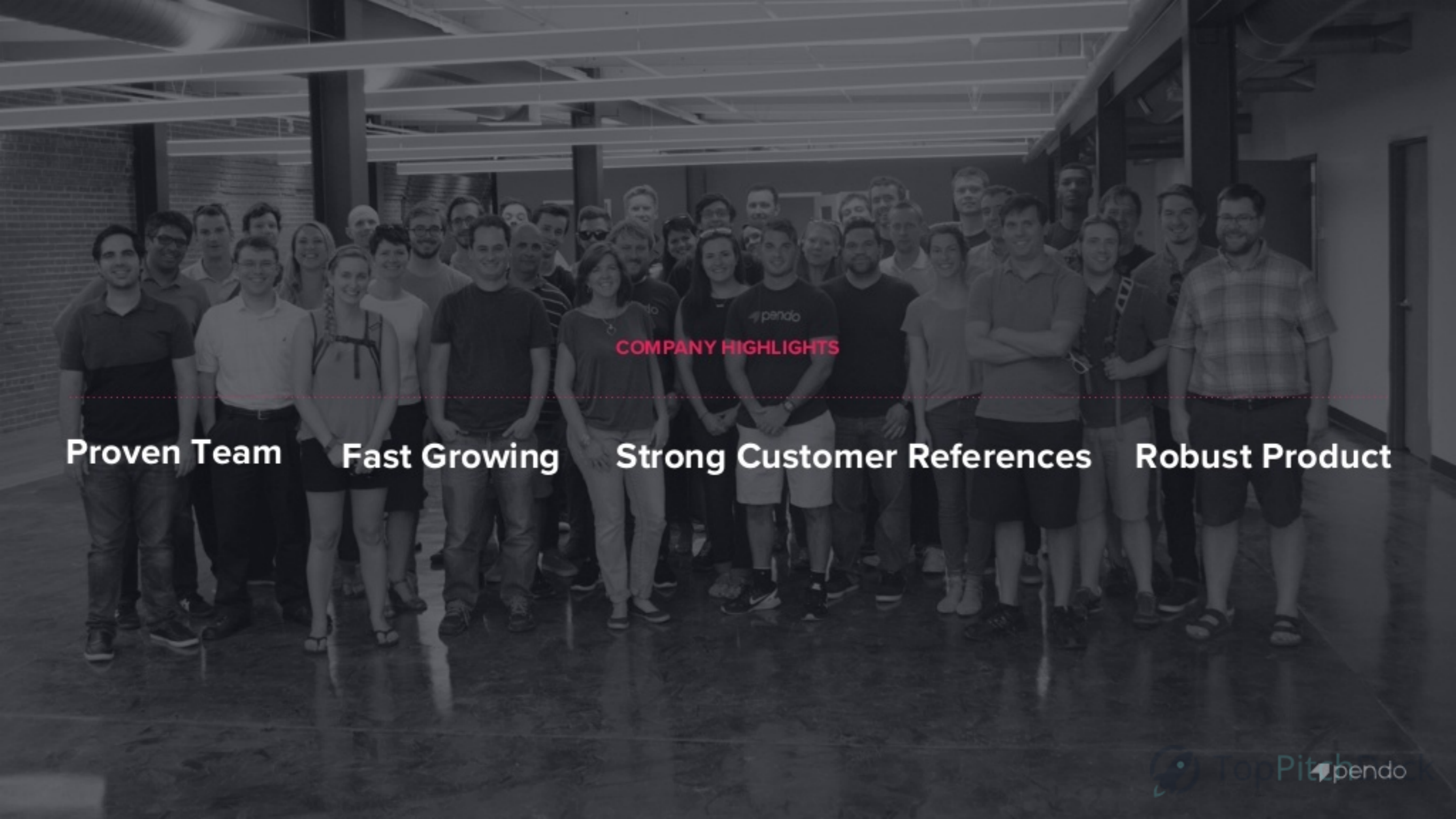


# Forecast Summary & Fundraising

Redacted

Funding Plan

\$15M Series B, Q1 FY18



**COMPANY HIGHLIGHTS**

**Proven Team**

**Fast Growing**

**Strong Customer References**

**Robust Product**



[www.pendo.io](http://www.pendo.io)