

How to talk to a CIO

Everything you need to know to talk
to IT Execs about Workplace

What is this document?

This deck provides you with a consistent way to describe our product and features helps CIOs get a better understanding of who we are and what we do at Workplace.

Use this doc as a source of truth to help you stay on message about Workplace.

It will give you a simple framework for positioning Workplace to a CIO. It's okay to play around with the specific language, but we should be repeating the same key themes in all public-facing marketing and product comms.

This doc is intended for internal use only and not meant to be shared directly with prospects and customers.

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- 2 What we want the CIO to know
- 3 Deep Dive: What the CIO should know
- 4 Common CIO objections

Who is the CIO?

Everything you need to know about
the CIO & IT audience

Who is the CIO?

Who we're marketing to,
and what they care about.

The IT department has significant influence on application purchase decisions, including security governance and will often hold the budget to fund a Workplace project.

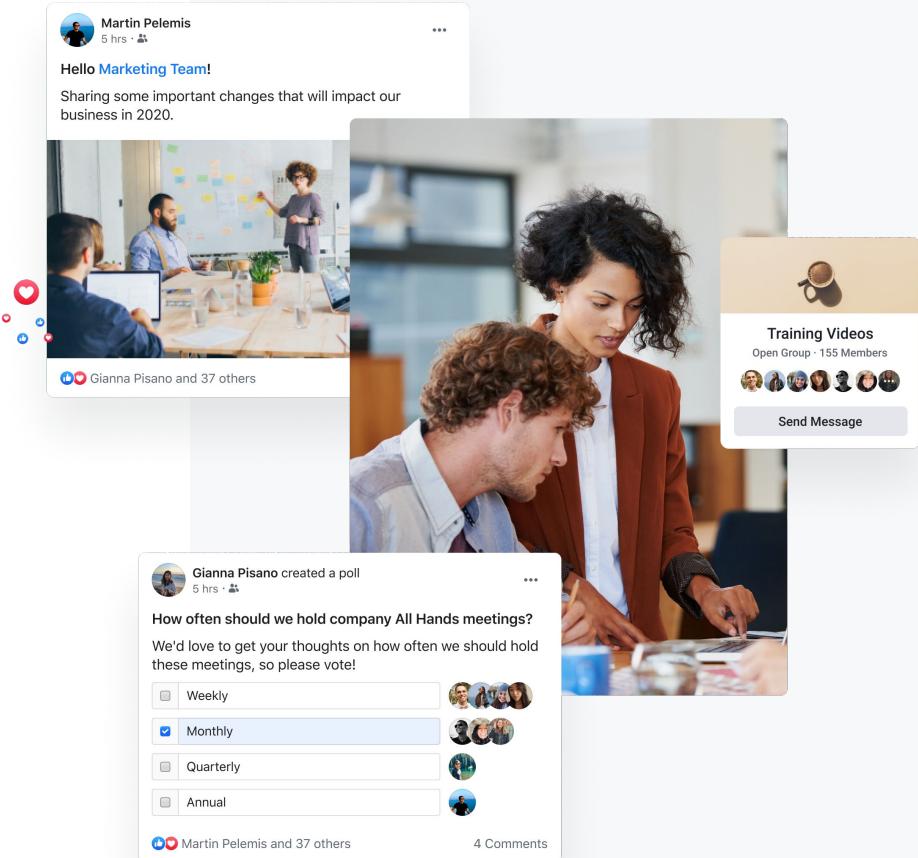
They are also responsible for incorporating Workplace into their existing tech stack.



What do we want CIOs to know about Workplace?

It's a credible Enterprise communication platform.

- It's **secure**
- It helps **scale digital business**
- **Employee experience** is built into our DNA



We also want CIOs to know that technology **plays a critical role in Meta's long-term strategy.**

Workplace is part of Meta's larger vision of building technology for people and the way they interact.



Persona of a technology executive (CIO, CTO)

Key takeaway of CIO/CTO:

- A CIO's **time is precious**. Having relevant conversations focused on how you can make their day/life easier is key.

Who they are:

- They're responsible for managing and implementing the technology systems for a company
- Their visibility has increased in importance during the pandemic, and has created new demands such as:
 - Expanding digital workplace resources and access
 - Leveraging technology to address customer demand
 - Attracting and retaining top talent

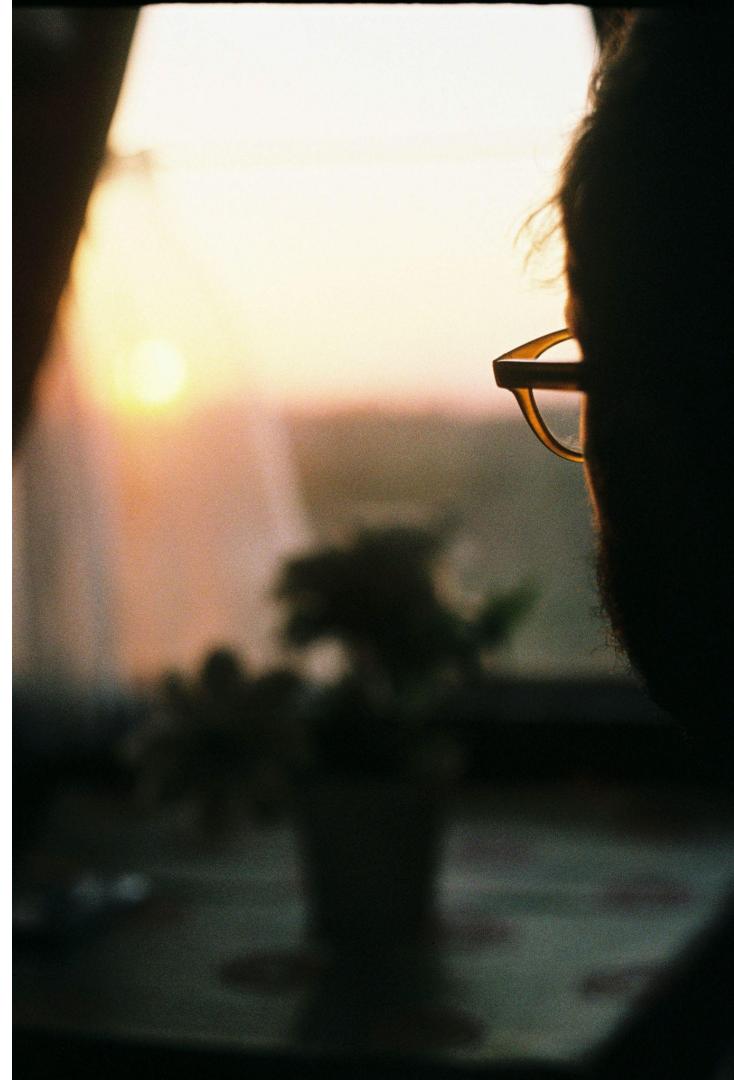
What they're responsible for :

- Depending on the organization, the CIO and CTO terms describe the head of IT strategy, operations and engineering. In most organizations the CISO (Chief Information Security Officer) will report to them.
- They manage an average of 100+ vendors, driving change all while keeping the lights on.



Workplace top of mind for a technology executive

- **Stability and security.** This means keeping the lights on and ensuring things don't fall apart in the night. Also, separating the optics between Workplace and Facebook App when a security issue happens to Facebook.
- **Future proofing the organization.** This means making technology bets which align to the organization culture and demand, while addressing legacy tech debt.
- **Being change agents for the organization.** This means driving modernization and injecting transformation initiatives and being able to articulate the 'why'?
- **Translators and Communicators** ranging from educating their boards and leadership teams to end users.
- **Staying within tight budgets.** Most IT teams are not revenue-generating and TCO (total cost of ownership) for applications and services are under constant scrutiny, as it's a cost to the business.



What we want
the CIO to know

Workplace is a **credible Enterprise communication platform** that enables your team to stay connected and build a community no matter where they are physically.

- It's **secure**
- Helps **scale digital business**
- **Employee experience** is built into our DNA



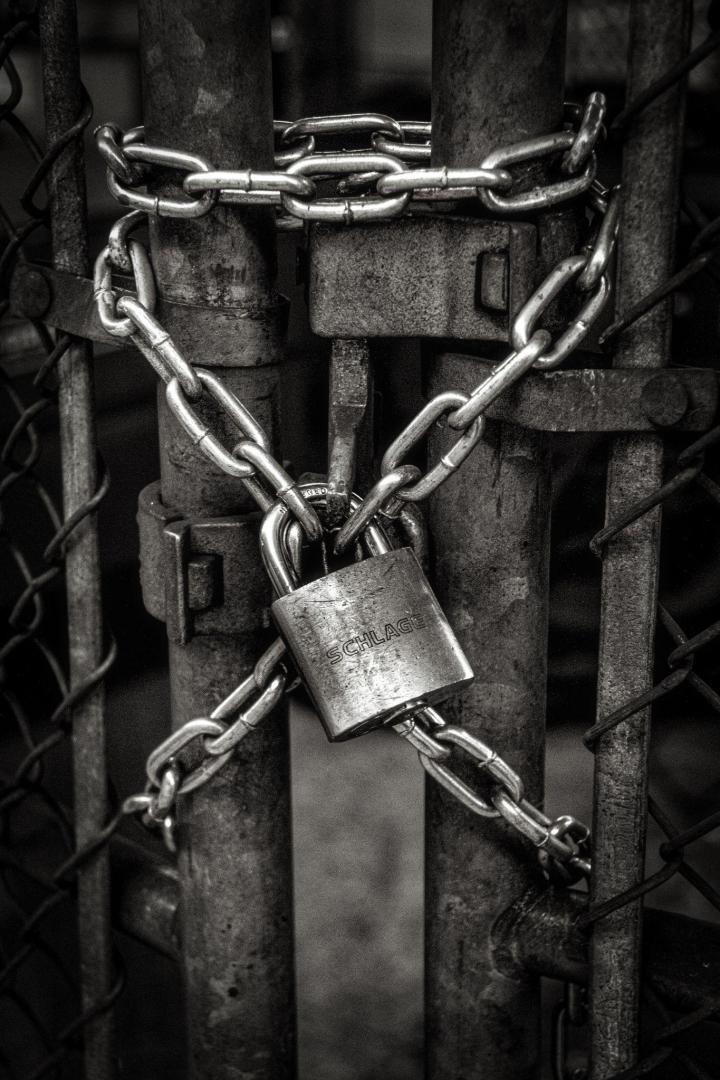
Deep Dives: What the CIO should know about Workplace

Workplace is **Secure**

Here at Workplace, we're serious about security.

We built Workplace on a foundation of **four principles of trust:**

1. Workplace accounts are separate from personal Facebook accounts
2. Workplace meets the highest data safety standards
3. Workplace is regularly audited by third parties
4. You're in control of your data and privacy



1. Workplace accounts are **separate** from personal Facebook accounts

Workplace is built on Meta's infrastructure, but it is a **separate platform**. It is not dependent on public Facebook.

The same goes for consumer data. For Workplace, data is segregated **via logical boundaries**.

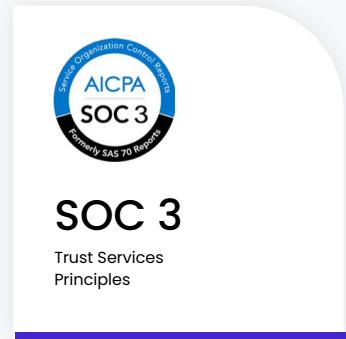
What does this mean?

- When you sign up for Workplace, we create a unique enterprise ID for you and your Workplace community.
- All data created within this community – or by any account associated with it – is then contained within the boundaries of your community.
- These boundaries restrict the ability of anyone outside of your authorized community to access or view content within it. None of your content is publicly accessible. You control the data and provisioning within your organization.
- Workplace and Facebook accounts are also separate, with separate profiles and login credentials for each account.

2. Security & Data Privacy

Your Workplace account is kept separate from Facebook. That means you own your data, and we won't show you ads. You can also rest assured that we are GDPR compliant.

Workplace has industry standard security certifications so you can communicate and collaborate.

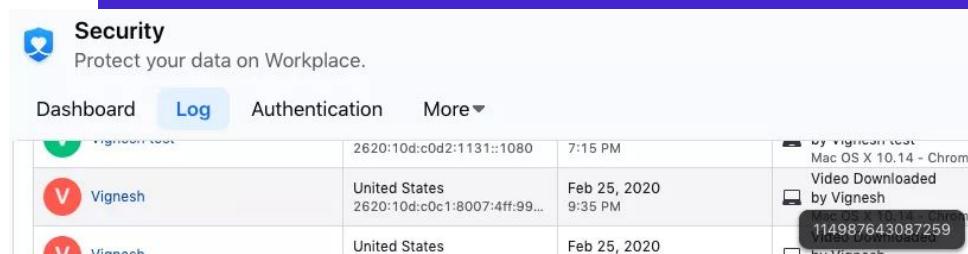


3. Security is our top priority

We have built Workplace in collaboration with our security experts.

We regularly evaluate and test Workplace with full source code reviews, penetration tests, security audits by independent third parties and more.

Customers on Advanced or Enterprise can access these resources in their Workplace Admin Panel.



User	IP Address	Location	Date	Action
Vignesh	2620:10d:c0d2:1131::1080	United States	Feb 25, 2020 9:35 PM	Video Downloaded
Vignesh	2620:10d:c0c1:8007:4ff:99...	United States	Feb 25, 2020	

4. You're in control of your data and privacy

In Workplace, your organization **owns and administers the account data** – you can modify, delete or export it at any time.

Our industry standard APIs allow for **real-time activity monitoring and content exports**. If we receive a request for your data, we will redirect the request to you.

If you would like to use third-party tools for eDiscovery and compliance, we provide **integrations** with several industry-leading providers.



How Workplace handles Security

Enables you to get the **right people** into Workplace

- Verify your instance
- Provision and deprovision users securely and systematically with your IDP (Azure, Google, Okta, or OneLogin)
- Send secure claim links
- Claim your account with a QR code
- Phone number invites

Keeps the **wrong people out** of Workplace

- SSO for login (with any SSO provider)
- 2-Factor authentication using SMS and Authentication Apps
- Passwordless Login (via emailed one time links)

Ensures the **right people don't do the wrong things**

- Partnerships with security / monitoring partners:
 - Awares
 - Netskope
 - Microsoft (coming soon)

Workplace helps scale digital business

Scaling a digital business is a matter of increasing volume, scope and agility. Increasing scope means providing a variety of digital services so more employees can use them.

Workplace is able to do this through **extensibility**.



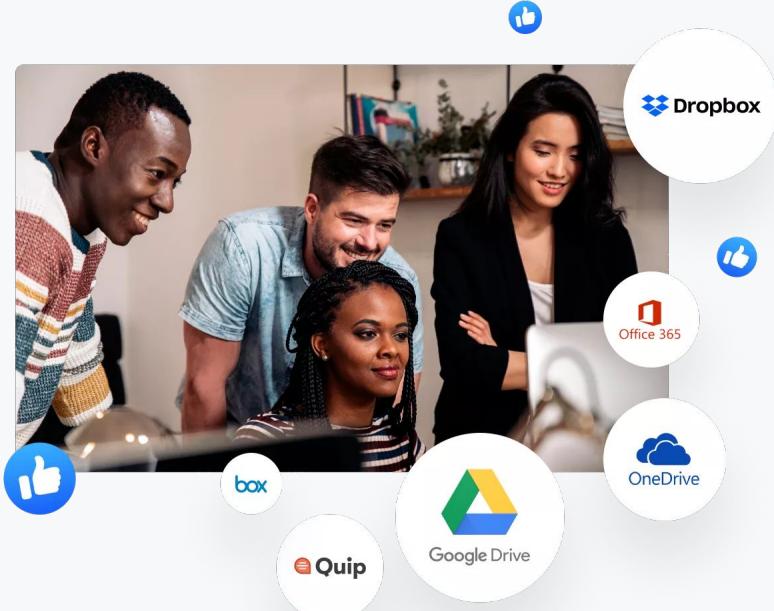
Workplace helps scale business with extensibility

Workplace allows IT admins to customize Workplace to meet the unique needs of their organizations and use the tech investments they already have.

This ultimately helps organizations create cooperation, accelerate growth and increase engagement - all necessary to scale business.

We do this through a few ways:

- [Integrations](#)
- [APIs](#)
- Service Partners / Integrators



The CIO is accountable for company culture

Company culture is critical stuff.

According to research by Deloitte, 94% of executives and 88% of employees believe a distinct corporate culture is important to a business' success.

This is especially true when a digital transformation is in play. In fact, culture is often identified as a leading barrier to digital transformation for business leaders.

And that means CIOs are now being asked to bear some responsibility for company culture. CIOs will be seen as responsible for culture, as chief human resource officers.

So, how does Workplace help? By serving as the right tool to help build a community.



The right tool can help make all your employees feel informed, connected and engaged

According to Forrester TEI Study of Workplace in 2019.



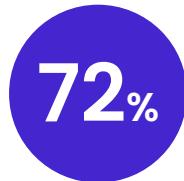
Reduction in cost of leadership communications



Of Workplace customers said it increased remote and in-office worker engagement



Reduction in time to deliver updates to frontline workers



Of Workplace customers said it strengthened the company's core mission and values



Of Workplace customers said it drives more inclusion and supported a multi-generational workforce

Workplace enables the CIO as the change agent for employee experience

Workplace provides organizations with the ability to **help drive large-scale cultural transformation** AND it **improves the employee experience**.

Workplace provides flexibility to amplify that culture.

How does Workplace do this?

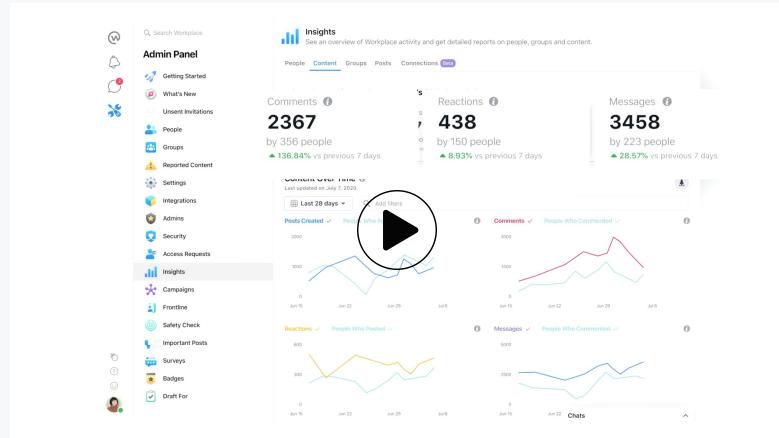
- **Connects the entire organization:** more connected organizations make better, faster decisions
- Has a low barrier to entry and support
- Serves as a single hub for the organization to be connected
- Built for a mobile first experience
- Increases connection to the frontline
- Helps you track engagement



Track and measure engagement with insights

See how people are using Workplace, and how they feel. Workplace allows you to track views, sentiment and engagement.

- See how many people activated their account
- Analyze the engagement on posts
- Understand how people feel about important news
- Understand connected networks – how people interact with each other
- Track the health of your platform



Common CIO objections

Common CIO Objections

Cost

Workplace does not necessarily “replace” anything so budget for a new tool will be difficult to prove. Here are some benefits of Workplace that you can attribute to an ROI.

Support

CIOs expect the tools they buy and roll out for their organizations to work, and to have ways to triage issues when they don’t.

Optics

Why Facebook?

Common CIO Objections – How to handle them

Cost

What ROI can Workplace provide?	Validation
Reduce Turnover	<p>Workplace makes HR teams more successful by helping them attract, train and keep the best talent. And 82% of customers say it makes their culture stronger⁽¹⁾.</p> <p>Source: Forrester, 'Total Economic Impact of Workplace Report', 2019</p>
Faster Onboarding	<p>Get new starters up to speed in record time with easy ways to find information, ask questions and work together.</p> <p>Workplace is a familiar tool that requires little to zero time to learn.</p>
Flexibility and consolidation of tools	<p>Workplace integrates with the business tools you already have, and reduces tool-fragmented cost by being able to bring all your business tools in one place.</p>
Knowledge Library vs. Intranet	<p>Intranets are costly to maintain, and have very poor adoption. What if you could eliminate that, and have everyone be able to easily access important company information?</p>

Common CIO Objections – How to handle them

Support & Training

Key Takeaway: Workplace is a reliable SaaS product with chat support

How does Workplace provide support?	Validation
Phone support	Phone Support will give customers the opportunity to resolve questions with a one-call-away experience, as well as 24/7 access to available phone agents. Now when your customers are seeking support, they will have the option to raise a ticket or request phone support.
Direct Support	<p>Users on Workplace have access to the Workplace Help Center, Workplace Help Community and the Customer Resource Center.</p> <p>Where additional support is needed, admins are also able to contact the Workplace Support team directly via message or Chat.</p>
Additional Support & Training	<p>All Workplace users can find additional support by:</p> <ul style="list-style-type: none">• Visiting Developer Support. This is the place to learn about technical integration between your company and Workplace.• Visiting the Customer Resource Center. This is your central hub for all Workplace best practices and resources. It can help you to ensure a successful Workplace launch and achieve quick results within your organization.• Using your Workplace account to access the Workplace Academy for tutorials. It has free, virtual live classes, self-paced interactive classes, demos of tips and best practices and short videos on features and strategies.

Why Workplace from Meta?

We know people, and how to engage them.

Meta products empower more than 3 billion people around the world to share ideas, offer support, make a difference -- through building community.

Workplace was built through a desire to bring connection to work with over 10M paid users.

**Because the closer people are,
the better work becomes.**