Greetings,

In the following slides, we're proud to share insights on the 2 year journey of our innovative new team, "Customer Success & Insights" (CS&I). It's a story of how 4 team members, driven to significantly improve Services and Support, built a robust Business Intelligence & Analytics capability, boosted Customer Satisfaction, and delivered over 300% ROI to date.

This package is organized as follows:
➢ First, background information about our company has been provided.
➢ Then, it's explained how rapid growth led to the need for modernization. Our service and support programs struggled to cope with demand, and leaders sought changes to rectify the situation.
➢ After that, illustration is provided to detail the strategic foundations CS&I team, followed by the creation of innovative Data and Service Management initiatives.
➢ Finally, synopsis of real-world impacts have been documented to demonstrate the effectiveness of our efforts.

CS&I team members have had an incredible journey so far. By combining strengths, experience and skills from multiple disciplines, including Data Management, Analytics and Business Intelligence, Process Management and Business/Entrepreneurism, we've created a one-stop shop of powerhouse productivity and improvements.

We appreciate you taking the time to read our story.

Thank You!
The CS&I Team

About SevOne

.:: SevOne

- ➢ Digital Infrastructure Management Company

- ➢ More than a decade of experience

- ➢ Approx. 600 Employees *Boston MA (HQ), Newark DE Bulgaria, London, Singapore*

- ➢ Customers include 7 of the world's largest banks, along with enterprises, CSPs, MSPs, MSOs.

SevOne – Recent Awards and Feedback

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Highlights of Recent Awards

➢ 2016 - Internet Telephony Magazine SDN Excellence Award
➢ 2016 - Bronze Stevie® Award in the "Fastest Growing Tech Company of the Year – Up to 2,500 Employees" category in the 14th Annual American Business Awards
➢ 2016 - Tanya and Vess Bakalov win Ernst and Young Entrepreneur of the Year Award for 2016 in the Infrastructure Software category
➢ 2015 - #222 on Deloitte's Technology Fast 500 for North America
➢ 2015 – #1,249 on Inc. 5000 America's Fastest Growing Private Companies
➢ 2015 – "Visionary" in Gartner's Magic Quadrant for Network Performance Monitoring and Diagnostics
➢ 2015 - #67 Forbes' "Americas Most Promising Companies"
➢ 2015 – Glassdoor Best Places to Work Award

Customer Feedback
"Our ROI is excellent. SevOne captures production issues and streams events to service teams who monitor our infrastructure. The product also provides pre-emptive production reporting so that any potential issues can be caught before causing a potential outage," said Mr. O'Connor, Network Management Development and Support at a tech services company with 1,000+ employees. Read his full review here.

Customer Feedback
"This is the best solution...on the market for the dollar with the simplest ramp up and ease of administration," said a director of systems management at a health, wellness and fitness company with 100-1,000 employees. Read the full review here.

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10+ Years of Success and Growth!

➢ SevOne began as a 3-man shop in a Newark, DE garage in 2005

➢ By 2007, there were 8 customers and only 2 support engineers

➢ Processes were haphazard, mostly developed as needed

➢ Teams were collaborative in their "all hands to the pump" approach

➢ 2010 – Growth continued; Moved into new building as team expands

➢ 100% growth from 2011 to 2012, 100th employee hired

➢ 2012 - Posted 6th consecutive year of record revenue growth

➢ Bain Capital invested $150 MM in 2013

➢ Customers grow by 300% between 2011 and 2014

➢ 400th Employee Hired in early 2014

Number of Customers

300% growth between 2011 and 2014!

2007 2008 2009 2010 2011 2012 2013 2014 2015 2016

The Beginning – What prompted our change?

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- ➤ **Rapidly Expanding and Changing Customer Base** – 300% Customer growth between 2011 and 2014, including a growing number of Global 2000 Customers, resulted in higher ticket volumes and contractually tightened Service Levels. This exposed weakness in existing processes and tools, and teams struggled at times to meet Customer expectations.

- ➤ **Lack of automation proved slow and costly** – Time-consuming, manual procedures led to a growing workforce, and often impacted the quality and availability of data. Slow, manual reports took days or weeks to compile, and often could only be used as guides due to the general knowledge that data was only about 80% accurate.

- ➤ **Haphazard Support Processes** – Built without a best practice model, Support had grown organically within the organization, and the lack of standardization was impacting performance and management, with the team swelling in numbers and cost.

- ➤ **No Central Data Storage Solution** – Opportunity was often lost because energy was used discovering underlying causes. Robust insight was extremely difficult due to the disparate nature of all data sources. There was no central repository of all data, and therefore data could only be complied and analyzed manually.

- ✘ Ticket Response times rose to more than 300 minutes per ticket
- ✘ Ticket resolution times grew to an average of 20 business days
- ✘ To cope with demand, the Support Team grew to 48 team members
- ✘ Manual data gathering and reporting consumed significant manpower
- ✘ Lack of access to data meant decisions were made largely without needed intelligence

Our Challenge – How to solve the pain?

➢ There was no simple solution. To be successful, Data problems and Service Management issues needed to be addressed with equal urgency.

➢ New programs must follow the architecture of industry best-practices to create standardized, structured, scalable and repeatable processes.

➢ Outcomes were to focus on the Customer, and their entire lifecycle, driving an improved Customer Experience.

➢ No matter what the solution, headcount could not grow significantly. Instead, a small team would be focused on delivering the tools and process that would result in democratization of data, empowering the entire workforce.

➢ The ideal solution would not only fix backend processes, but also use an entrepreneurial lens to spot innovations and revenue opportunities.

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The Solution - The Customer Success & Insights (CS&I) Team

The innovative Customer Success & Insights (CS&I) team was formed to build mechanisms necessary for Business Intelligence programs, implementing best practice guidance to SevOne Support teams, and harnessing an entrepreneurial spirit to identify and explore new revenue opportunities. A one-stop shop for "analytics-in-action", CS&I focuses efforts on driving successful Customer outcomes and searching for new Revenue opportunities by:

A. Delivering an Insights & Analytics capability, using data to identify improvement opportunities, efficiencies and revenues

B. Developing processes and procedures to establish Data Management, Services & Support and Customer Success best practices

C. Introducing iterative Continuous Improvement methodologies

D. Improving Product Serviceability and Usability

CS&I is an extremely effective unit; one team capable of driving change via varied skillsets:

*Analytics
*Business Intelligence
*Entrepreneurism
*Business Acumen
*Process Management
*Service Best Practices

Analytics & Business Intelligence * Customer Success * Service Management * Revenue Growth

CS&I – The Plan

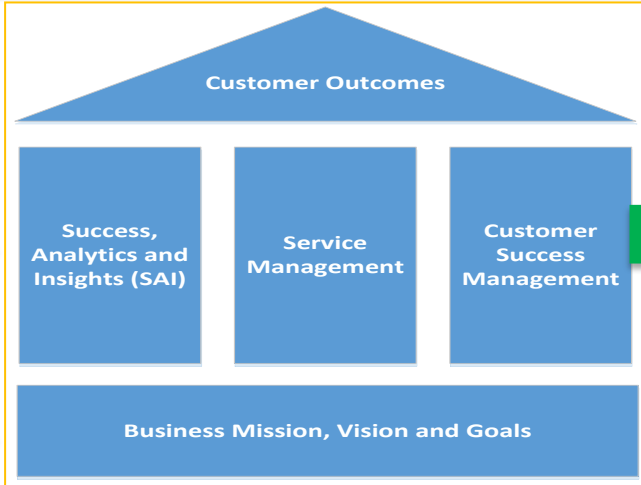**TSIA | STAR AWARD 2016**

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How did we create the solution?

First, we built our vision, based on company goals.

Next, we defined Customer Outcomes.

Then we defined the structure of each program.

1

2

3

4

Customer Outcomes

| Success, Analytics and Insights (SAI) | Service Management | Customer Success Management |

Business Mission, Vision and Goals

Success, Analytics and Insights (SAI) BI Platform

- Build a central data storage capability and connect all data sources
- Provide reporting capability for use by the entire company
- Develop tools to automate the remote gathering of system hardware and software data for Configuration Management

Service Management

- Implement ITIL Best Practices
- Use traditional process management techniques to proliferate a standardized approach to delivering world-class Customer support
- Establish metrics, Service Levels and Continuous Improvement

Customer Success Management

- Provide tools to enhance account management programs
- Reduce Churn
- Implement structured approach to growth via expansion

Analytics & Business Intelligence * Customer Success * Revenue Growth * Service Management

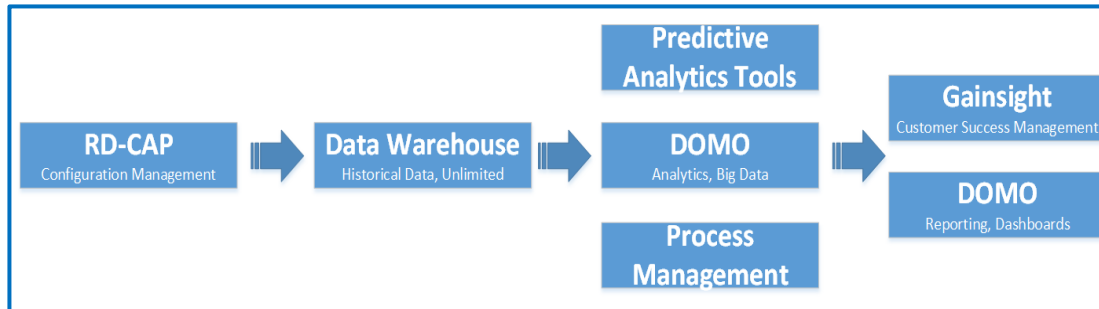# Success Analytics & Insights (SAI) BI Platform - Introduction

SevOne Needed Actionable Insights to:
- ✓ Shape Strategy
- ✓ Drive Increased Revenues and Profitability
- ✓ Boost Customer Relationships and Satisfaction
- ✓ Pinpoint Improvement Opportunities

SAI BI delivers:
- ➢ An integrated and accurate view of data from multiple data sources
- ➢ Unlimited Data Storage
- ➢ Tools to aggregate, analyze and predict performance trends
- ➢ Performance Visualization throughout the Customer Lifecycle
- ➢ Reporting and Dashboarding tools to visualize data
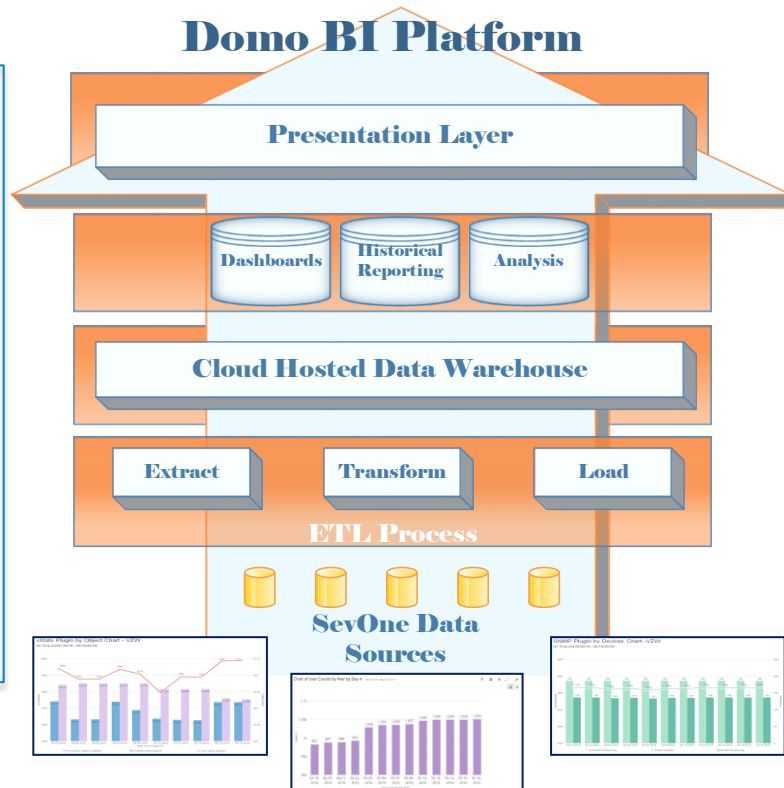- ➢ Self-Service access and easy-to-use tools for the democratization of data

RD-CAP
Configuration Management

Data Warehouse
Historical Data, Unlimited

Predictive Analytics Tools

DOMO
Analytics, Big Data

Process Management

Gainsight
Customer Success Management

DOMO
Reporting, Dashboards

Analytics & Business Intelligence * Customer Success * Revenue Growth * Service Management

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SAI BI: Domo – Business Intelligence Platform

Domo BI Platform

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Overview of the Domo Platform

- ❖ Powerful Business Intelligence solution
- ❖ Connects to virtually any data source
- ❖ Robust Reporting and Visualization
- ❖ Built-in tools to easily combine, cleanse and transform data
- ❖ Historical Data for Trending
- ❖ Unlimited Data Storage
- ❖ Cloud Hosted data warehouse

Presentation Layer

Dashboards | Historical Reporting | Analysis

Cloud Hosted Data Warehouse

Extract | Transform | Load

ETL Process

SevOne Data Sources

How did Domo help the company?

- ✓ Provided a Central Business Intelligence platform
- ✓ Connected all data sources and automatically gathers, imports and structures data ready for use
- ✓ Data warehouse allowed for unlimited storage of data from any data source
- ✓ Standardized Reporting and Dashboard for all internal teams

Analytics & Business Intelligence * Customer Success * Revenue Growth * Service Management

SAI BI: Remote Diagnostics – Configuration Analytics Program (RD-CAP)

What is RD-CAP?

An in-house developed set of scripts, interrelated processes, and supporting tools that assure:

1. SevOne products/installations at Customer locations are operating correctly and being used within defined specifications.

2. Changes to the above are properly evaluated, authorized, and implemented.

3. All information/data necessary to manage our end items and other related work products is:

      (a) kept current and accurate
      (b) properly structured for Customer's needs
      (c) readily available to all who need to know

Features
• Automated processes mean easy to "set-and-forget"
• Faults detected and forwarded to Support Ticketing system
• Remote diagnostics from anywhere in the world
• Historic performance data and reporting to track configuration changes

"RD-CAP provides invaluable, SaaS-like data for our On-Premise products."

Benefits
• Proactive problem detection
• Decreases time for troubleshooting and diagnosis
• Helps decrease time for resolution and improves first-contact fixes
• Reduces customer interaction time on phone
• Scripted automation sends data directly to data warehouse
• Manage software, update and hotfix versions
• Receive model-specific updates about alerts from hardware vendors

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SAI BI: Remote Diagnostics – Configuration Analytics Program (RD-CAP)

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RD-CAP within the SAI BI Platform
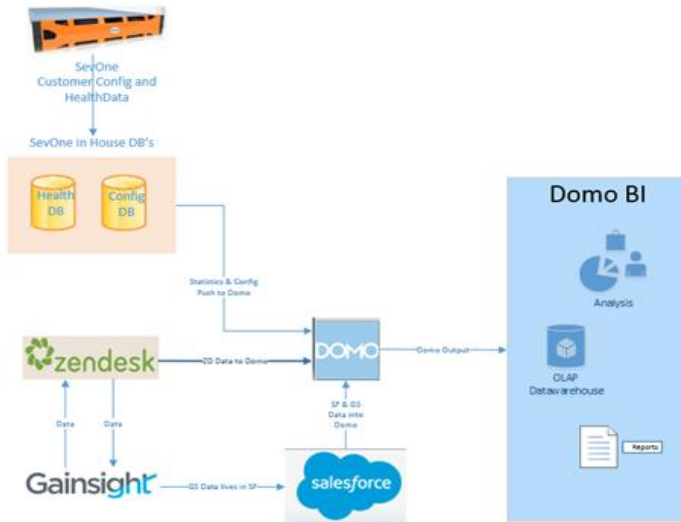
How does RD-CAP work?

RD-CAP is a scripted toolset, installed on Customer appliances. It works as follows:

1. Installed on Customer appliances, the script runs once per day. Data from this run is then encrypted and transmitted back to SevOne.

2. Once at SevOne, the data is parsed via a REST API and sent to a MySQL cluster where it is formatted, and sent to the Domo data warehouse.

3. Domo then normalizes the data and runs its own processes to ensure the data is ready for use, and via it's internal reporting tools, the RD-CAP data is combined with data from other sources to build a 360 degree view of the customer experience.

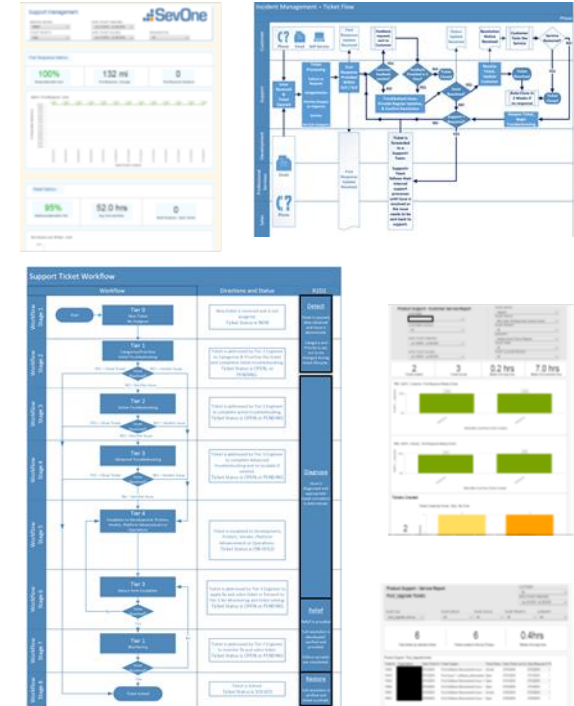Analytics & Business Intelligence * Customer Success * Revenue Growth * Service Management

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Service Management based on ITIL Best Practices

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ITIL

➢ Systematic approach to high quality service provision

➢ Standardized best practice for IT Service Management

➢ Provides common structure and language

CS&I Implemented all of the following programs:

✓ **Incident Management -** Rapid restoration of any single service interruption

✓ **Problem Management -** Identification, control and managing of large scale service interruptions and proactively identify and avoid potential service interruptions

✓ **Change Management -** Standardized processes and tools created to minimize the number and impact of any change related incidents upon service

✓ **Service Level Management -** Manage internal and external performance goals

✓ **Management Reporting -** Provide self-service access to data required to gain insight into current and historical performance, and continuously improve

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SAI BI – Gainsight and the LAER Model

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Why Gainsight?
SevOne chose to implement Gainsight due to the robust nature of its features, ease of integration with our CRM system, and support of Customer Success and LAER Model.

Recap of the LAER Model
- Land – Selling and implementing a new offer
- Adopt – Ensuring the Customer is adopting the solution
- Expand – Helping Customers increase their budget spend with the company
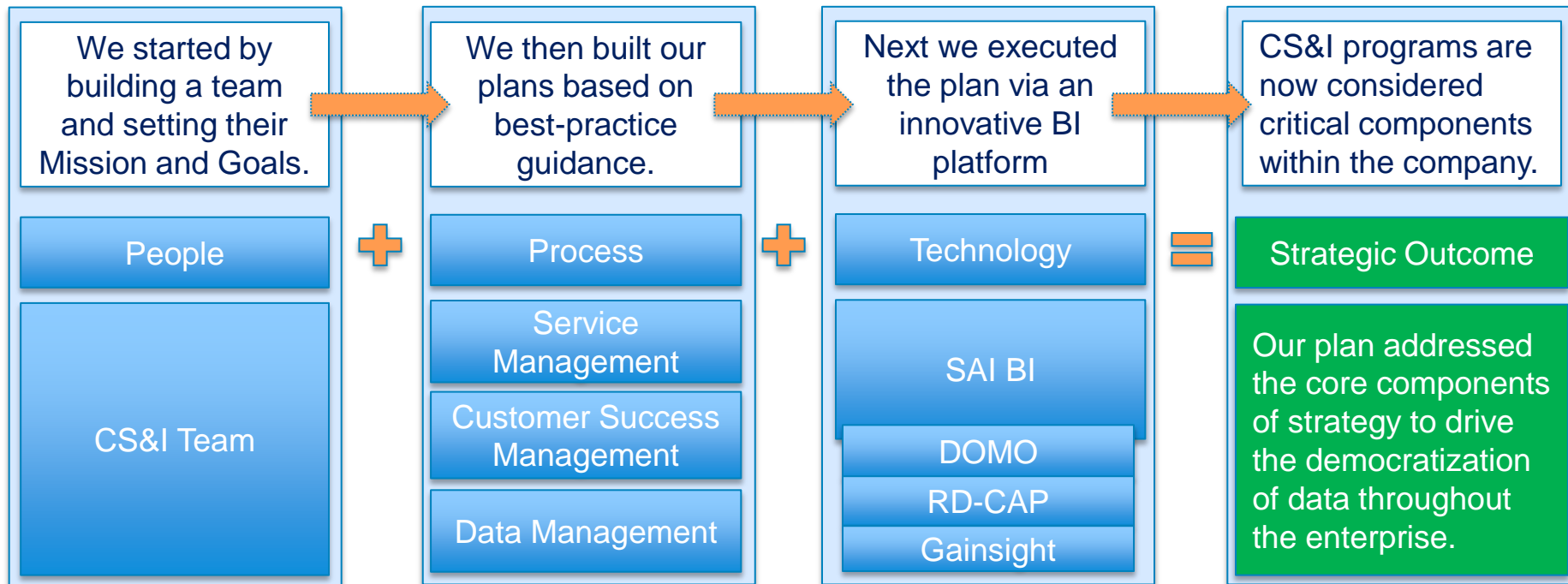- Renew – Customer renews their current contract

LAND → ADOPT → EXPAND → RENEW

Key Features of Gainsight

Gainsight provides tools to help with the following:

	How does this align with LAER?
✓ Customer Lifecycle Management	Adopt, Expand, Renew
✓ Usage Trending	Adopt, Expand
✓ Account Health – Visual Scorecard	Expand, Renew
✓ Monitoring and Alerting	Expand, Renew
✓ Integration of data from CRM and Support	Land, Expand, Renew
✓ Integrated NPS Survey capability	Expand, Renew
✓ Customizable Customer Surveys and Messaging	Expand, Renew

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Recap of Major CS&I Initiatives – Strategic Approach

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We started by building a team and setting their Mission and Goals.	We then built our plans based on best-practice guidance.	Next we executed the plan via an innovative BI platform	CS&I programs are now considered critical components within the company.
People	Process	Technology	Strategic Outcome
CS&I Team	Service Management	SAI BI	Our plan addressed the core components of strategy to drive the democratization of data throughout the enterprise.
	Customer Success Management	DOMO	
	Data Management	RD-CAP	
		Gainsight	

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Business Impact – Cost Avoidance/Reduction

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What we did: The CS&I team has partnered with several internal teams to offer consultative services for small to medium sized projects. The aim of each project is somehow related to the CS&I Mission, to include improving data quality, increasing automation, or driving an enhanced Customer Experience.

Example #1 - Marketing Insights

Marketing Insights reporting processes were manual and time consuming. Reports could only be developed weekly.

Reports were automated, saving 300 man-hours annually. Thanks to Domo, these reports are now prepared and auto-mailed daily.

Example #2 – Ticket Reporting

The Product Support team was largely reactive, unable to plan workloads. A manager was hired to prioritize the ticket queue.

CS&I developed reports to allow easy prioritization of the workload. As a result, the queue manager was no longer needed.

Example #3 – NPS Survey

The NPS survey required a project team to plan a coordinate the activities. This required a team to complete a laborious program.

Using tools within Gainsight, the NPS survey mostly automated, and is now run as a side project by one primary contact.

Results:
- ✓ The partnerships CS&I built has allowed the team to use their unique skills to drive improvement efforts throughout the organization.
  - ➢ From these 3 example projects alone, 400+ man-hours of manual work was eliminated
  - ➢ The elimination of the queue manager reduced headcount by one employee

# Business Impact – Product Test and Release Processes

What we did: The CS&I team led an improvement team with Development, Quality Assurance and Product Advancement partners to identify root causes. As a result of this effort, new tools were purchased, processes were revamped, and automated scripts were developed.

Customer Identified Jira Defect Tickets vs Number of Cluster Upgrades

Number of Failure Tickets Opened within 90 Days of Release

~ 60% Improvement

Released 5/26/14   Released 6/24/14   Released 2/6/15
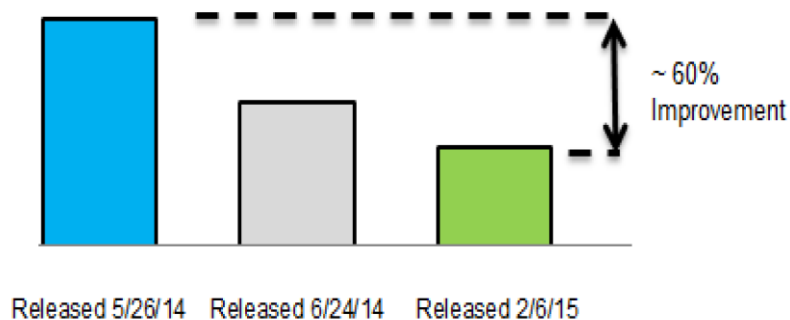
Results:
- ✓ Product Releases are now tremendously stable, with 60% reduction in Release related failures!
  - ➢ The improvements have lead to faster, more reliable upgrades
  - ➢ Results achieved as direct result of Process Improvement team

Business Impact – Create the Technical Account Manager Program

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What we did:

The CS&I team was asked to develop a new service offering to enhance the customer technical experience. Using SAI BI, we analyzed past customer feedback and survey results. The Technical Account Manager (TAM) role was created to further drive Customer Experience..

Technical Account Managers (TAM)

The TAM role was created to fill a gap in our service. Prior to the TAM role, customers had no other option for support than to open a ticket and wait for a generic support process. TAMs provide advanced levels of personalized support. Armed with in-depth knowledge of configurations, these highly skilled resource will not only provide assistance with everyday questions and issues, but will also add advanced insight into performance of SevOne services.

The benefits of TAM services include:

- ✓ Faster Problem Resolution
- ✓ Liaison for all SevOne product experts
- ✓ Primary focal point for all questions and product research inquiries
- ✓ Improve service reliability through proactive analytics

Outcome:

To date, customers are currently paying for 7 TAM program resources. This represents a significant boost to revenues.

Results:

- ✓ Since the creation of the TAM program, 7 TAM resources are currently serving Customers.
  - ➤ These Customers have reported significantly improved levels of service
  - ➤ Expansion sales and contract renewals are both trending positively for TAM Customers

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Business Impact – Revamp Support Maintenance Program

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What we did: The CS&I team used analytics to uncover new sales opportunities. By developing reports that illustrated the performance of each company offering, the team identified the offering which appeared to represent the biggest opportunity, and then led the effort to revamp and relaunch the service.

Maintenance Support Tier Revamp

Using the SAI BI platform, the CS&I team analyzed sales penetration rates for all services, and identified a candidate for improvement.

By reviewing the Premium Support offerings, it was clear this tier needed to deliver more value if it would benefit from significant enhancement. Partnering with Sales and Support teams, the program was bolstered, adding advanced offerings such as Remote Monitoring.

Developing the program was only half the battle. The team also developed all marketing materials, provided training for Sales Executives, and assisted the Renewals team with process changes to help them increased their expansion sales.

Outcome:

Within the first 3 months of the program launch, there was a 14% increase in subscriptions for Premium Support.

Results:
- ✓ The improvement project, led by CS&I, resulted in significant enhancement to Premium Support Services. The changes made to services and processes have already produced a 14% increase in Premium Support Subscriptions .
 - ➢ The SAI BI platform drove project success

Business Impact – Productivity Analysis Yields Reduced Headcount

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What we did:	The CS&I team was asked by Product Support to analyze the rapid growth in headcount, and determine if there were any trends or recommended improvements. Using our Domo platform, as well as a predictive analytics tool, we were able to clearly visualize several problem areas.

Number of Engineers vs. Productivity

83% Increase in Productivity
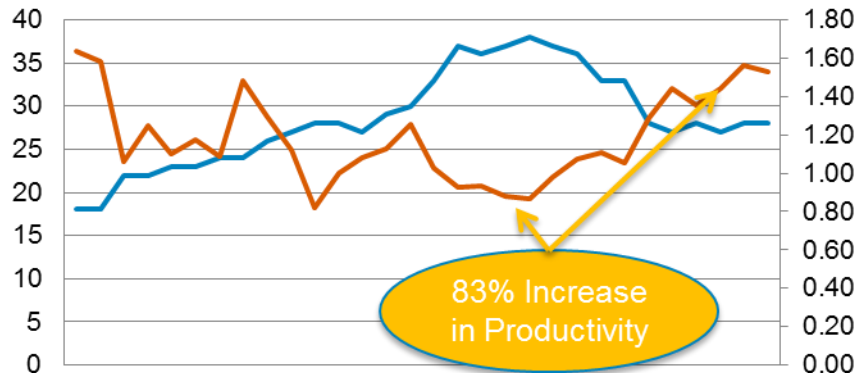
Engineer Salary Analysis

29% Reduction in Salary Cost
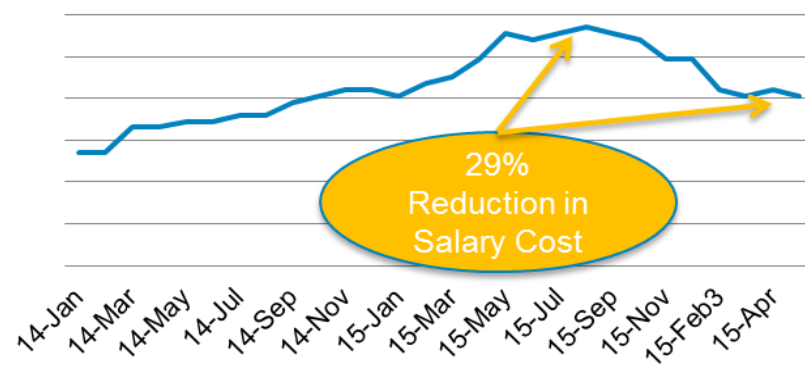
Results:	✓ After the Productivity analysis were published, Product Support was able to reduce headcount by 8 staff members, resulting in approximately 25% reduction in salary expense. ➢ This provided the Product Support team data to change processes and procedures that improved the management of the ticket lifecycle

Business Impact – Sponsor Tracking & Hot Leads

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What we did: The CS&I team extracted data from multiple platforms, and using analytics, was able to identify highly qualified new sales leads.

In an effort to boost sales leads, the CS&I team orchestrated a project to identify sales opportunities using existing system data. Extracting data from our Sales, Customer Relationship Management, Service Support and Customer Success platforms, we used Domo to spot trends in activity to identify customers who were no longer active.

Once a pool of customers were identified, there was then a further effort to narrow the list down to those who fell within specific parameters.

32 "Hot" leads were identified

Pipeline Grew Significantly

Anticipated 1% in new Revenues

Results:
- ✓ CS&I successfully used our SAI BI solution to extract more than 30 hot leads, which were comprised of several former sponsors and champions, all in leadership roles.
  - ➤ The anticipated 1% bump in revenues represents a significant return for the efforts

# Customer Impact – Faster Response to New Issues

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What we did:	In addition to the introduction of the structure of ITIL, the CS&I team also helped transition "First Contact" support services to the Network Operations Center. This resulted in the NOC being dedicated to the immediate acknowledgement and processing of all tickets.

First Response Success Rate
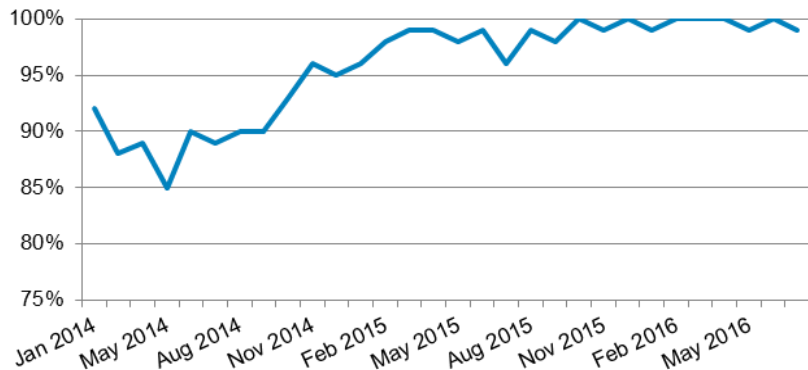
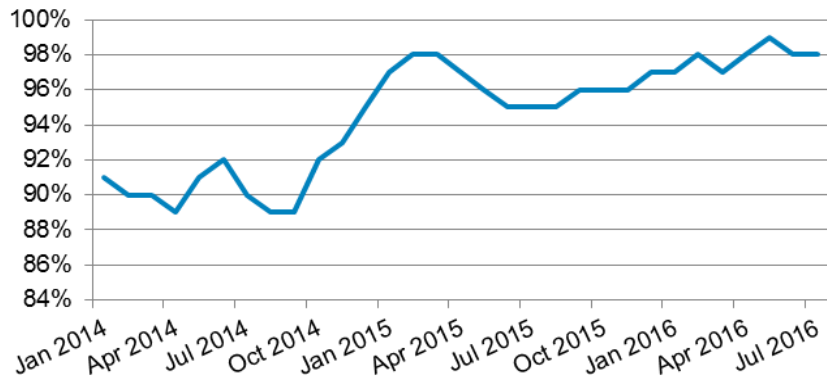

First Response Time - Minutes
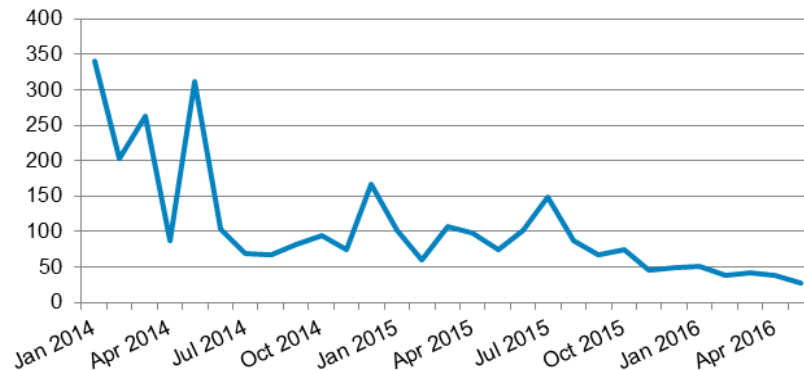
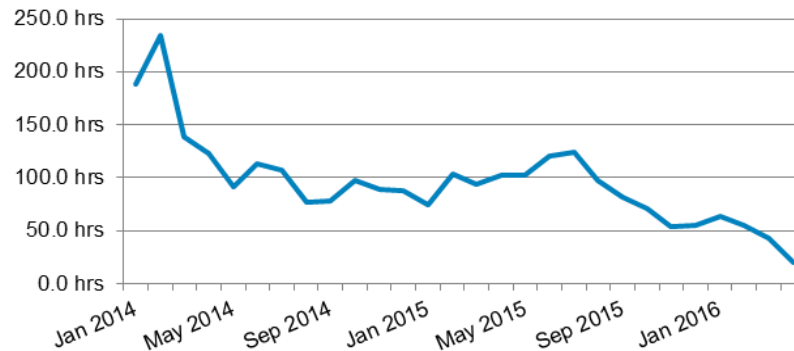| Results:	✓ Customers are now experiencing issue resolution 92% faster!
	  ➢ Response times dropped from 340 mins in early 2014 to just 27 mins in mid 2016
	  ➢ We are now achieving 99% SLA Success Rate
	  ➢ Results achieved are a direct result of ITIL Process Improvement and Best Practices

Customer Impact – 90% Faster Resolution of Issues

What we did: By implementing ITIL best practices, the CS&I team helped instill discipline and structure within the Support processes. Building management reporting, aging tickets are spotted immediately and given higher priority. Performance is constantly measured, and processes reviewed and improved.

Resolution SLA Success Rate

Average Resolution Time - Hours

Results:
- ✓ Customers are now experiencing issue resolution nearly 90% faster!
  - ➢ Resolution times dropped from 234 hours in early 2014 to just 20 hours in mid 2016
  - ➢ We are now achieving 98% SLA Success
  - ➢ Results achieved are a direct result of ITIL Process Improvements and Best Practices
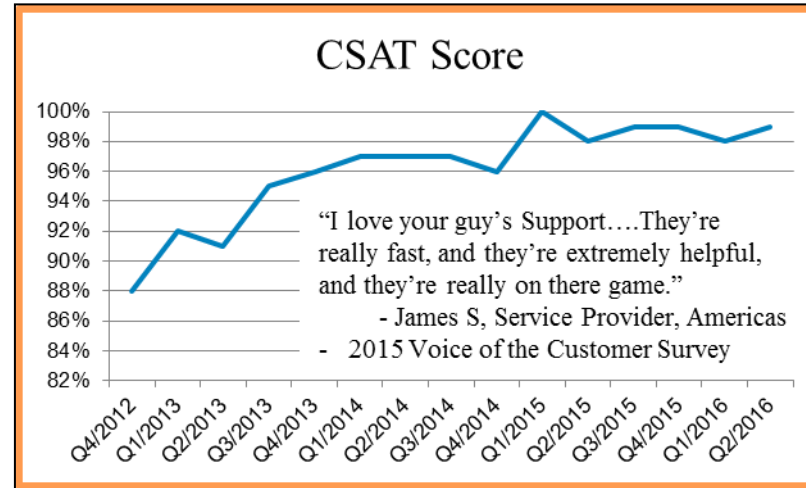
Customer Impact – 99% Satisfaction!

"This is how I expect the support service should work. Thank you!"

-Harry S., Telecoms Industry, Americas 25Mar2016

"The reason we went for you guys is because your support is number one over there."

- Ray L, Telecoms Industry, Americas 2015 Voice of the Customer Survey

"Your team is doing a great job all around."

-David K, Technology Industry, Americas 21Apr2016

"Continue great support!"

-Nigel P., EMEA 18Mar2016

CSAT Score

"I love your guy's Support….They're really fast, and they're extremely helpful, and they're really on there game."
- James S, Service Provider, Americas
- 2015 Voice of the Customer Survey

"Thanks for a great job!"

-Jim K, Transportation Industry, Americas – 17Apr2016

"Thank you so much for your support. Our customer will be satisfied by your support. We would appreciate for your continuous help."

-Masanori N., Service Provider, EMEA – 05May2016

✓ Customer Satisfaction is now 99%!
  ➢ The Customer Satisfaction Survey is iterative, sent with the closing of each ticket
  ➢ Results achieved are a direct result of ITIL Process Improvements and Best Practices

In Closing – How has life improved with the CS&I Team?

We created the CS&I team to bring a new approach to problem solving and innovation. Skills such as data management & analytics, business acumen and process management were brought together and given license to be entrepreneurial and drive change. The approach itself was innovative, and in just 2 years the CS&I team has:

- ✓ Driven new Revenues and Cost Reductions, combined bringing more than 300% ROI
- ✓ Established ITIL Best Practice which improved Response times by 92% and Resolution times by 90%; combined SLA Success Rate has risen above 98%
- ✓ Reduced Upgrade related Service Interruptions by 60%
- ✓ Architected and built a business intelligence platform that provides instant, self-service access to unlimited and unified stores of mission critical data
- ✓ Developed capabilities that give our company access to SaaS-like system data for our On-Premise solution, driving service and system improvements
- ✓ Implemented Customer Success Management processes and tools to align with LAER and drive enhanced Customer Experience throughout the Customer Lifecycle.

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