

Technology Focused PowerPoint Sample

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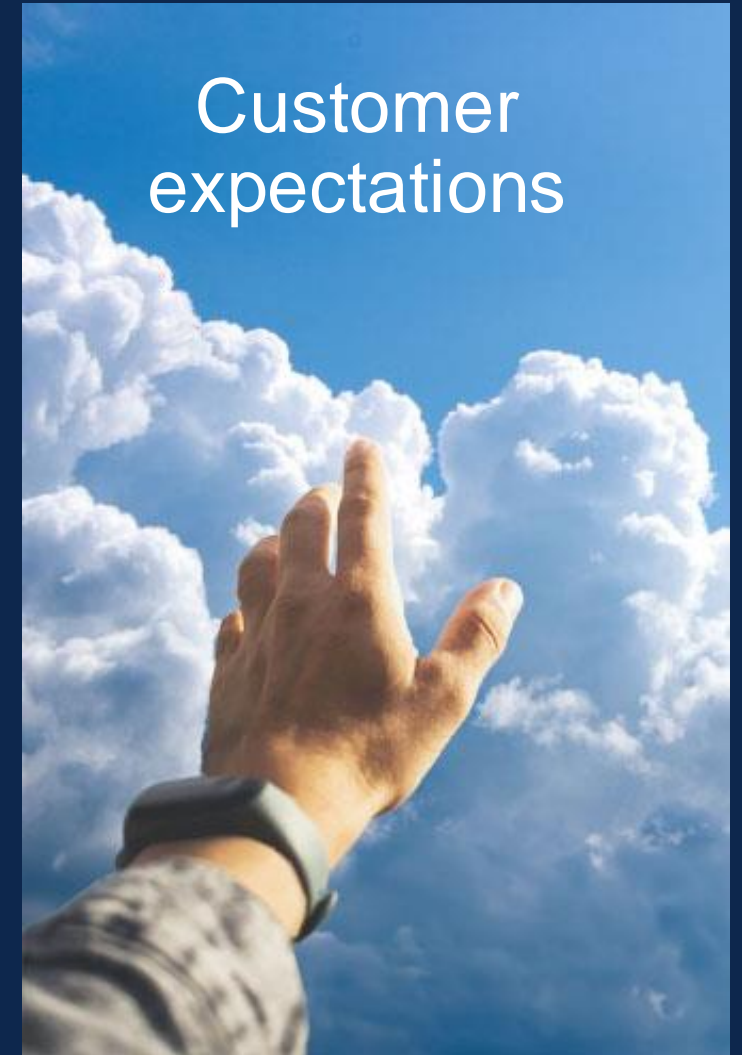
Looking Forward

2024

The world has changed in size, in speed, and in scale. The only way to keep up is to execute on what is in motion today and prepare for what our customers will need tomorrow.



What's driving this change?



Top growth opportunities

Top growth opportunities

Project Skyward



Convergence
Tech

Hardware and Cloud
Convergence

Accelerating our customers' transition to a cloud-
managed networking experience

Top growth opportunities

Platform Suite



Bringing together our broad portfolio in
a new way

Simplified, consistent, and seamless approach –
easier to sell, for partners to develop, and customers to use

Top growth opportunities

Tech+



Portfolio as a Service

Driving scale and adoption of Cloud,
Secure Connect Tech, and Connect Tech offers

Top growth opportunities

Cumulous Dashboard aaS



Building on success of Cumulous offer with
consumption-based, cloud model

Facilitating quicker customer adoption,
including clear migration path from on-prem

Top growth opportunities

SD-WAN Strategy



Integration of
Viper SD-WAN and CloudTech SD-WAN

Innovations

Innovations

Cumulous innovations simplify the IT experience and deliver new levels of agility, resiliency, and productivity



Cloud-driven automation

Simple solutions

Network insights

- Cloud Management
- Cumulous Cloud

- CumulouSecure

- BeeVision
WAN Insights

Key takeaways from country leader feedback

Key takeaways from Americas

Time & energy

Sellers are torn between many activities, diverting their attention from customers, and causing frustration, lower satisfaction & morale, and weakened relationships.



Examples:

- *Supply chain challenges*
- *Administration*
- *Covering for attrition*
- *Breadth and depth of portfolio*
- *Collaboration across fragmented GTM resources*
- *Managing through data integrity issues*
- *Waning trust from customers and partners*



Key takeaways from Asia

Resource & coverage fragmentation



A large percentage of those servicing the country do not report into the country, creating limited visibility into available resources and lack of accountability due to inconsistent success metrics.

Confusion results around who owns go-to-market and the customer relationship, wasting time and resources in the process.

Key takeaways from Europe



Marginalization

Country leaders feel less empowered now than in the past, leading to frustration and lower morale.

GTM ownership and cross-functional control over key levers at the country/ theater level (e.g. supply chain escalations, headcount allocation) would elevate the country/theater leader role and lead to more successful integrated country planning.



Plan to evolve our GTM

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Transformation themes	Workstreams	Link back to Feedback
Growth focus	<ul style="list-style-type: none">• Economic model	
Differentiated coverage	<ul style="list-style-type: none">• Coverage• Standardized SW subscription GTM	Time & Energy, Resource & Coverage
Customer-centricity	<ul style="list-style-type: none">• E2E Lifecycle• Sentiment	Time & Energy, Resource & Coverage
Simplification	<ul style="list-style-type: none">• EA & Licensing• Seller/Partner Productivity/Tools	Time & Energy
Employee excitement	<ul style="list-style-type: none">• Compensation• Retention• Enablement & development	Time & Energy, Marginalization

Closing thoughts

You can expect...

Better success
in selling



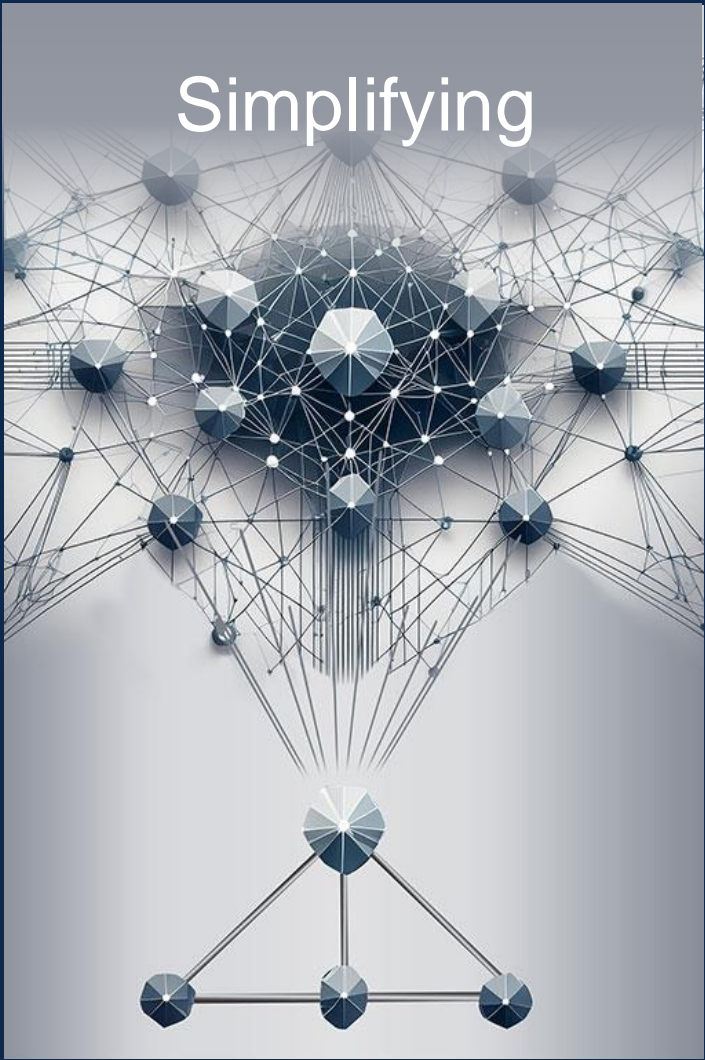
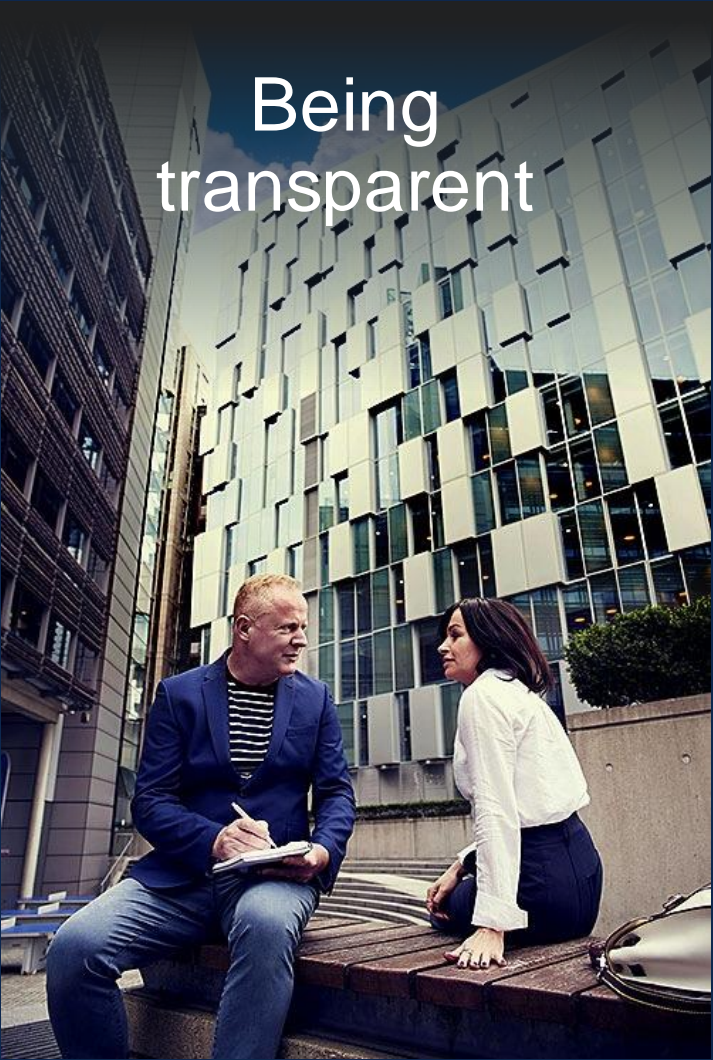
Skills for
the future



Working with the
best and brightest



We commit to...



Thank You