

Script for the President & CRO

EMEA All Hands

Objective: Opening remarks for an EMEA All Hands to set the stage for Q4 and 2023.

Script:

- Thank you for inviting me to share a few thoughts as you kick off your All Hands today
- 2022 has been a transformational year for the EMEA theater and I am excited about the direction of this team as you head into 2023
- In the past two months, you've grown the team and have welcomed XX new members
- We have also added X accomplished sales executives to the leadership bench
- This theater has a solid team and plan in place, and I am excited to see where you take the business in 2023 – the sky is the limit!

- I want to personally thank you for your full support to deliver a strong close in Q3, and for aligning around Cloud and our Go-to-Market strategy
- Over the foreseeable future, our customers in EMEA will continue to face the impacts of the same concerns we saw in Q3: a strong USD currency exchange rate, inflation and recession
- These headwinds can cause deals to stall and not make it over the finish line – we saw that happen last quarter, but we must look at this as an opportunity to flip the narrative
- I challenge you to think about how you can position our platform as a solution to these common concerns...to help customers see around corners, build resiliency and future-proof their business

- I hope you had a chance to dive into the research we recently commissioned with the IDC
- The findings revealed that most organizations in the UK, France, Germany, United Arab Emirates and Saudi Arabia expect their analytics spend to outpace other software investments
- So while it is promising to see customers agree with our Analytics for All mission, 9 out of 10 organizations still admit they are not fully using the analytics' skills of their employees
- Companies have been trying for years to prioritize their spend in analytics for the best return on investment but many are still not there
- They need help understanding how to go from good to great in terms of their analytic maturity
- And we need to help them realize the full value of our platform so that they grow and expand their relationship with us

- This is our opportunity in Q4 and 2023 – to sell the value of our platform, the benefits of upskilling and the business outcomes of scaling analytics
- Our focus must be on consistently communicating, educating, quantifying, building and realizing value at every stage of the customer journey
- This is how we will build confidence and consensus amongst their own teams about the business outcomes they are looking to deliver, and become a trusted business partner
- This is something the EMEA theater does well - you have a strong renewal business and are leading the global teams with XX% NBEC attach!
- Expansions will continue to be a critical area of focus in Q4 and 2023 as more and more customers come up for renewals

- We also need to THINK and EXECUTE BIG by getting more customers into ELAs – these will be a key driver of our growth performance going forward
- ELAs reduce the number of contracts you have with a customer, which makes renewals easier
- They are a great way to get new products into customers’ hands and try out Cloud, AI and AML
- And, they offer a built-in growth opportunity with burst capacity, and better customer support
- Please lean into the ELA opportunity – they are a win-win for customers, partners and Alteryx, will continue to be a priority for us as we make investments in our ELA strategy

- You’ve heard me say it before but it bears repeating – we are the most successful when we operate as one team, so please remember that you have the entire GTM team at your disposal
- So, don’t hesitate to pull in leadership to help dissect deals, help move customers to ELAs and win those new logos, renewals and expansions
- Also, don’t forget to leverage our Chief Transformation Officer to bring thought leadership and best practices to customer conversations about the people and process changes that come with transformation

- I’ll leave you with this: Q4 will be the biggest quarter for our company yet and YOU all play a role in making history here
- So, let’s GO BIG for an all-out push in Q4 and into 2023
- Please take advantage of the spiffs to close all your deals and earn extra income
- We have extended the spiff until the end of the year, but I strongly urge you to push for mid-December close to ensure deals get done before the holidays

- THANK YOU for your customer focus, teamwork and tenacity
- Every deal counts and is material to our finish in Q4
- I hope you enjoy your All Hands and LET’S GO, EMEA!