

Script for President & Chief Revenue Officer

Analytics Day Event

Objective: 45-minute keynote drafted for the President & CRO of a B2B software brand for an Analytics Day event at a customer location.

Script:

Slide 1: Introduction

- Hello and thank you for inviting me to join your Analytics Day.
- In my role, I have the privilege of leading all the customer-facing teams from Marketing through Sales all the way through Customer Support and Success.
- My favorite part of my job is spending time with customers to share best practices and learn about the amazing business outcomes our customers achieve.
- I am thrilled to be here today to talk about the game-changing ingredient for businesses to thrive and win in their industries.
- That secret ingredient – putting your data to work for you through analytics and AI!
- After all your data is unique to your organization. Inside your data are the keys to your differentiation, the keys to exceeding your customers' expectations and even the keys to having a healthy and productive culture.

Slide 2: Global customer base

- For those of you who may not yet know our company, let's start with what we are most proud of - our customer base.
- We are fortunate to call 49% of the global 2000 our customers. That is over 8,000 customers across industries from retail to financial services to automotive to hospitality and public sector.
- I share this because it means that over our 27 years in business, we have learned alongside our customers what problems they want to solve with data and all the ways that data can drive outcomes.
- Data can drive the most important outcomes including revenue growth, profitability, efficiency gains and risk mitigation.
- And along the way, it turns every employee into a steward and catalyst for the business. Someone who can contribute in a meaningful way to the most important business decisions and business outcomes.

Slide 3: Use cases in Finance

- And it all starts with use cases. What are the business processes, the use cases or the problems where your data can be the differentiator.
- The possibilities are endless.
- I know we have a number of people from the Finance team with us and this blueprint shows you just a subset of the use cases where organizations have used our platform.
- From closing your books to collaborating with your auditors. From tax reporting to forecasting and planning.
- We have hundreds of use cases in finance because of the data rich environment and the manual ways that most finance professional work today.

Slide 4: Use cases in Supply Chain

- Or maybe you are in Supply Chain, where the possibilities of what you can do with data analytics are also endless.
- From demand planning to inventory management. Transportation and logistics to workforce and manufacturing planning.

- With all the work happening today on ERP replatforming as well – there are use cases abound.
- But Finance and Supply Chain are not the only enterprise departments where we have use cases. We also help in HR, Sales, Marketing, Operations and IT.
- If you are using data to solve problems, we can help.

Slide 5: Age of AI

- Let's pull up for a second and fly for a bit at the 30,000-foot level.
- It is a unique moment in the world as several unprecedented macro trends impact every industry today.
- Over the past year, Generative AI capabilities have taken the world by storm from the board room to the kitchen table. GenAI is expected to be as transformative as the internet or mobile phone and we all know the change and opportunity those capabilities introduced when they launched.
- On the economic side, we are still living in a high inflation environment which is driving focus on corporate profitability and reduced spending.
- And lastly, with the pandemic only a recent memory for businesses, what has not been forgotten is the need for transformation in virtually everything we do for businesses to remain competitive and serve their customers' ever-changing needs.

Slide 6: AI creates opportunity

- The confluence of all these trends creates an incredible opportunity for organizations.
- Opportunity to embrace the power of Generative AI and Analytics.
- Opportunity to unlock the full potential of your data while also upskilling everyone with the latest skills.
- Opportunity to make more informed decisions, increase productivity and solve complex business problems as you go through transformation.

Slide 7: An inflection point

- With the rise of AI to supercharge data analytics, the entire world and every industry is at an inflection point.
- Our personal and professional lives will change as much with AI as when the internet first started.
- In a few years when we look back, we will not believe how we used to do things before Gen AI.
- We will marvel at how complex and inefficient life was back then.
- We will remember business processes being slow, manual and fraught with errors and risk.

Slide 8: Analytics & AI enable smarter, faster decisions

- The future is already here.
- We enable an environment where everyone can use data to uncover insights, regardless of your technical aptitude.
- We are living in a world where analytics and AI are for everyone. Where an intuitive and easy to use interface lowers the barriers to entry and time to value is accelerated for everyone to contribute to their organization's business goals.
- And there is no denying that Gen AI will be at the center of this future.
- What is more is the economic opportunity that GenAI promises to further unlock.
- McKinsey research found that generative AI features stand to add up to \$4.4 trillion to the global economy—annually. This was across 63 generative AI use cases spanning 16 business functions across industries.
- Even in its current early usage, 80% of businesses say that Gen AI is already impacting the achievement of their organizational goals.
- Not surprisingly, Gen AI is one of the top CIO priorities for technology spend this year
- While this research is promising, we must remember that Gen AI is only as good as the data it uses – the partner you use to prep, cleanse and structure your data is critical.
- Data analytics and pipelining is the first step in putting Generative AI to work for your organization.

Slide 9: Stages of analytic maturity

- And while the opportunity is significant, most organizations are still very early in their analytic maturity.
- The Institute of International Analytics has developed a 5-stage maturity model. Over the past 2 decades they have surveyed enterprises on where they are on the maturity curve.
- The average enterprise score low at a 2.2.
- Still dealing with localized analytics where only a few people have the tools to turn data into insights.
- Herein lies the opportunity for teams to lean into the data opportunity and empower their workers with analytic capability.

Slide 10: Analytics & AI enable smarter, faster decisions

- And the good news for businesses is that improving data analytic maturity is not just good for your employees, it is good for the business.
- Studies show a direct correlation between analytic maturity and business performance.
- In the MOST important areas of business performance, including revenue growth, profitability and shareholder value.
- Simply put, organizations that invest in analytics win in their markets.
- Their employees are empowered to contribute at a higher level and advance their careers.

Slide 11: Accurate automated real-time

- And what does this look like? When individuals upskill to help their companies?
- It is a move from analytic processes based on legacy tools, waterfall methods and manual steps.
- To automated, real-time insights.
- It is a move towards automation.
- It is a move from unnecessary costs and complexity to an environment where insights are surfaced automatically, and decisions can be made with accuracy, speed and confidence.

Slide 12: Customer use case – eBay

- I love to share stories of companies that we are fortunate to work with to highlight the power of data analytics and AI.
- Let's start with eBay, a household brand name and a long-standing customer.
- eBay has been using Designer and Server for years across Finance, Sales and Supply chain. Their business analysts loved the value of Designer and wanted to start evolving to predictive use cases.
- eBay turned to Machine Learning to empower the everyday analyst to develop AI/ML models to enable their tax team to classify tax-type transactions more efficiently so that they can collect accurate taxes.
- With the breadth of their marketplace catalog and global operations, I know you can relate to the complexity of their tax collections.
- To date, they've upskilled 70 non-technical tax analysts and this ONE use case ALONE has saved them \$1M!
- They have dozens of other use cases in development to continue their transformation.

Slide 13: Customer use case – West Marine

- Another example is West Marine, an outdoor retailer that many of us turn to for our fishing or sailing needs.
- Similar to eBay, they have been a long-standing analytics customer that wanted to start implementing some AI use cases.
- With West Marine's business growth, like many companies, they have seen an explosion in their customer data to analyze.
- West Marine was using our platform for the analysis of key metrics around inventory, sales, and returns.
- But they needed a way to more efficiently serve up the insights from this analysis to their executive team.

- Leveraging our Auto-Insights capabilities they can provide real-time insights to their executives, without pointing their executives to a cumbersome dashboard, but rather in a very conversational and data story-telling format.
- By automating the tail end of their analytics value chain with AI, West Marine is seeing a 90% reduction in operational costs associated with their use cases.

Slide 14: Innovating boldly with analytics

- We don't have to look beyond the four walls here, to highlight that you are innovating boldly with analytics.
- With over 600 people trained to unlock the power of data, and applying data analytics to 200 projects, you are seeing the benefit of cost savings and operational efficiency.

Slide 15: Acceleration

- In 2024, you have the opportunity to accelerate your innovation and transformation agenda.
- I, along with your entire account team, am personally committed to helping guide you on your Gen AI and analytics journey.
- Events like today's analytics day helps us to identify the value from analytics in your business and help each of you to become superheroes with data.

Slide 16: AI Platform for Enterprise Analytics

- We have developed a platform that blends the high value of our 27-year history of data analytics capability with the latest in AI.
- We have always been known for ease of use with our intuitive user interface and our rich set of data connectors. We can truly get to your data wherever it is across your enterprise.
- We have a breadth of analytic tools and platform services that enable you to build your own data pipelines and glean insights across thousands of use cases leading to data-driven decisions, automation of business processes and a culture of data literacy.
- Our capabilities are accessed through our desktop and on-premises products, Designer and Server, and our cloud applications that comprise the Analytics Cloud. This gives our customers flexibility to address the same business problems with cloud, hybrid or on-premise deployments. Desktop and cloud applications and experiences are unified by our Cloud Connected capabilities.
- Analytics is still our north star – but our solutions are now being accelerated and improved by AI.
- Last year, we released AiDIN, the AI engine that infuses the power of Generative AI and Machine Learning into our platform.
- AI only furthers the things that people love about us...making our platform easier to use, leveraging the best practices of the millions of workflows in production across our customer base and accelerate time to value.
- And lastly for our IT partners in the room, we have services that provide security and governance throughout, so we are responsible as we scale across the enterprise.

Slide 17: Use community

- We know many of you are just getting started with analytics or are just identifying your first use case. While others are more advanced and ready to start playing with machine learning and AI.
- Regardless of where you are, one of the best resources for you to leverage is our award-winning Community.
- The community is 550K members and growing every day, offering incredible value for everyone from beginners to experts.
- This is a space where you can access training, access starter kits, engage with other users and participate in weekly challenges to practice your skills.
- If you post a question on our Community – the average response time is 30 min or less! Which is really a testament of the passion of our user base and wanting to help and collaborate with each other.

- We often say analytics is a team sport, so look no further than our Community for support and inspiration on your journey.

Slide 18: Customer experience

- And lastly, we have a wide array of services that our Customer Experience team as well as our partner ecosystem can provide you.
- We know that technology is only half the solution.
- The other half is providing you with the training, the user on-boarding, the best practices to scale your operations and the on-going support as each of you as users and more broadly as the enterprise continues to innovate with your data.
- We have experience helping customers to set up a program for data literacy, helping customers to set-up an Analytics Center of Excellence or helping them to design and manage a governance program.
- To me this is where people meet technology, and we are committed to providing the services and experiences to make you successful on your journey.

Slide 19: Thank you

- When we think about solving problems, it all comes down to unlocking the full potential of your data.
- It comes down to each of you using your domain expertise and your knowledge of your team's goals and opportunities with data.
- What can we solve together?
- We are committed to helping you do solve with analytics and generative AI.
- We believe you – and the countless others who are passionate about data – are the catalyst to creating amazing business outcomes.
- Thank you for letting us be a part of your journey and I wish you a wonderful analytics day!