



Catalyst Portfolio

Business Case

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Catalyst Portfolio



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- Product Plan by Quarter
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Simmons Opportunity with Catalyst



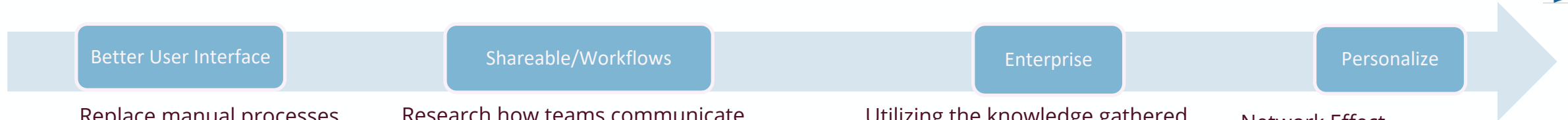
Catalyst has the potential to be a \$60 million business opportunity for Simmons in the next 3 years.

Make Insights accessible to people, across client organizations regardless of data or research acumen by delivering web and mobile apps tailored to the jobs people do. Catalyst includes solutions for data democratization, data visualization, data segmentation as well as the ability to deliver this information in the format of a story appropriate for the end user.

Catalyst addresses needs from the Market Research Professional to the Sales Representative and the CMO. By providing an easy to use experience where the client can be as custom or generic as needed.



12-24 Months: Milestones



Value Proposition

Replace manual processes owned by the Market Research Professional to deliver End User Requests from teams such as; Sales Representatives, Partnership Managers, CMOs.

Research how teams communicate with the Market Research Professionals to determine where Simmons can naturally connect the End User to the MRP allowing requests and deliverables to flow through one system.

Utilizing the knowledge gathered from automating internal work flows and analysis of requests, translate MRP templates into UI capabilities that result in an End User friendly platform that the MRP configures on the back-end.

Network Effect

Simmons Benefit

Upsell for a fee
Add-on to Catalyst
Makes Simmons more compelling and relevant

Introduce the concept of sharing through the platform, makes it easier for Market Research Pros to provide deliverables to end users and introduces the platform to Advantage Seekers Simmons does not currently service directly.

Ability to configure the experience per user and user type.
Allows Market Research Professionals to own configuration.

Encourages per seat licenses (new revenue stream) as each user will want their own personalized experience with their own configurations. This discourages sharing of logins and encourages adoption of the platform.

Key Features

- Visualizations
- Automation
- Advanced Analytics

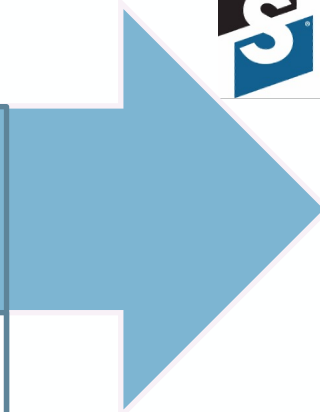
- Expanded Automation
- Sharing
- Develop or Acquire software for workflow management

- Permissioning
- Access controls
- 1st Party data* manual at first with Solutions Team upsell fee

- Personalized widgets
- Personalized layout
- Personalized colors/logos
- Community



Product Plan by Quarter - 24 months



	Q1 2019	Q2 2019	Q3 2019	Q4 2019
Brand Catalyst	Stage I <ul style="list-style-type: none"> Upsell Essentials renewals Included in every new business pitch Minor feature improvements <ul style="list-style-type: none"> • Tooltips • Release latest study 	<ul style="list-style-type: none"> Export Reporter View <ul style="list-style-type: none"> • PDF • Excel Apply changes necessary to remove Beta List cluster statements View for all clusters created 	<ul style="list-style-type: none"> Connect Available in BC and SC <ul style="list-style-type: none"> • Upsell Connect renewals • Upsell Connect clients • Included in every Connect new business pitch 	Stage II <ul style="list-style-type: none"> Persona Sharing <ul style="list-style-type: none"> • Internal • With Partners Custom/Personalized Widgets Custom/Personalized Boards
Sales Catalyst	MVP development for 4/18 release <ul style="list-style-type: none"> Current client review of mocks Client feedback impacts MVP 	Stage I <ul style="list-style-type: none"> Launch MVP <ul style="list-style-type: none"> • Target Market Overlap View • Package Screen • Competitor Screen Export Capabilities Redesign 	<ul style="list-style-type: none"> Additional Screens <ul style="list-style-type: none"> • Overlap/Deep dive • Advanced Export - Simmons Stories with Solutions upsell 	<ul style="list-style-type: none"> Simmons Stories Solutions Upsell available for build and access the template to export to in platform
Your Catalyst	Concepted <ul style="list-style-type: none"> Prototyped 3 widget options to make available in the UI for end users to personalize 	Stage I <ul style="list-style-type: none"> Put 3 widget options into development Determine access within UI 	Stage II <ul style="list-style-type: none"> Make core widgets available for subscription and access Export capability 	Stage II Continued <ul style="list-style-type: none"> Continue development and level of configuration available for core widgets

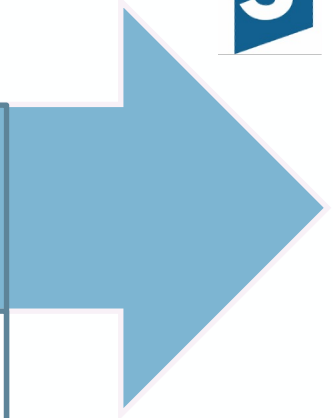
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required before release



Product Plan by Quarter - 24 months



	Q1 2020	Q2 2020	Q3 2020	Q4 2020
Brand Catalyst	Simmons Widgets <ul style="list-style-type: none"> Widgets with subsets of partner data (Social, Search) or Data Pack data (Connect, Sports) 	Continue Data Widget Development	Stage III <ul style="list-style-type: none"> Plug BC widgets or access into other platforms i.e. client internal proprietary platforms 	Stage IV <ul style="list-style-type: none"> Data Agnostic Allow user to choose the data that fuels the pre-templated experience
Sales Catalyst	Stage II <ul style="list-style-type: none"> Sales pulls their own reports 	Stage II Continued <ul style="list-style-type: none"> Sales defines or specs the reports they want within Simmons Platform, Market Research Pro configures it and delivers it to the users instance. 	Stage IV <ul style="list-style-type: none"> Plug-in for 3rd party tools <ul style="list-style-type: none"> SalesForce Extension Vet other extension opportunities (LinkedIn, Winmo) 	Stage V <ul style="list-style-type: none"> Simmons on the go <ul style="list-style-type: none"> Democratize Data through apps Make specific widgets available in a mobile friendly format
Your Catalyst	Stage III <ul style="list-style-type: none"> Utilize end user feedback to determine configuration setting to make available for end user to create their own widgets. 	Community <ul style="list-style-type: none"> Simmons Community for networking, sharing business cases, troubleshooting 	C-Suite <ul style="list-style-type: none"> Customize dashboard views for C-Suite level for companies that do not have dedicated Market Research Pros to configure them. 	Catalyst <ul style="list-style-type: none"> All aspects of Catalyst (BC,SC, YC, C-Suite) can be personalized at a data, metric, visualization, colors/logos, user level.





Target Market: A solution for everyone

	Small Business / Individuals	Teams	Enterprise
Function	Insights Brand Strategists Brand Managers	Sales Media Sponsorships/Promotions	Product
Data	Essentials Local Connect	Essentials Local Connect Transactional Data *Maybe 1 st Party	1 st Party
Platform	Brand Catalyst Catalyst 3 rd party plug-ins	Brand Catalyst Sales Catalyst Research Catalyst	Personalized Catalyst Workflow Management Catalyst 3 rd party plug-ins
Personas			
Market Research Pros	Current clients of Simmons Use Your Catalyst to make their proprietary work more efficient. Use Sales Catalyst to create templates that Sales Representatives can constantly reuse as the data refreshes or they are pitching new brands/target markets. Use Brand Catalyst to efficiently discover new details about the persona(s) being queried.		
Advantage Seekers	End users whose experience was tailored to them by a Market Research Pro or Simmons so they can enjoy the end result, the information, without having to curate it. A Market Research Pro or Breadth Seeker or Data Pro can use Your Catalyst to create Catalysts for Insights Artists.		
Insights Artists	Current clients of Brand Catalyst. A Market Research Pro or Breadth Seeker or Data Pro can use Your Catalyst to create Catalysts for Insights Artists		
Breadth Seeker	Addressed via SimmonsInsights.com and Enterprise. Not necessarily directly addressed with Catalyst because this persona is more interested in data and accessing data and less on receiving visualized data.		
Data Pros	Growth persona Most interested in Your Catalyst Will require more intelligent widgets, less they define the widget and more the widget knows what to do with whatever data sets the Data Pro chooses to pull in.		



Revenue Plan



	Q1 19	Q2 19	Q3 19	Q4 19	Total
Catalyst					
Revenue On Hand	\$ 156,727	\$ 147,507	\$ 125,557	\$ 84,940	\$ 514,732
Renewable ACV @ 80%		\$ 75,316	\$ 63,480	\$ 174,774	\$ 313,570
Revenue from renewals		\$ 18,829	\$ 34,699	\$ 78,393	\$ 131,920
Brand Catalyst New Biz ACV	\$ 105,304	\$ 201,394	\$ 207,107	\$ 239,545	\$ 753,349
New Biz Revenue	\$ 26,326	\$ 76,674	\$ 128,451	\$ 188,337	\$ 419,789
Sales Catalyst New Biz ACV	\$ -	\$ -	\$ 207,107	\$ 239,545	\$ 446,652
Sales Catalyst New Biz Revenue			\$ 51,777	\$ 59,886	\$ 111,663
Total Revenue	\$ 183,053	\$ 243,010	\$ 288,707	\$ 351,670	\$ 1,178,104

New Products. New Biz Bookings / Revenue by quarter

Does not include renewals



New Bookings	Q1 19	Q2 19	Q3 19	Q4 19	Total 2019
Local Consumer Essentials		\$ 225,000	\$ 262,500	\$ 262,500	\$ 750,000
Brand Catalyst	\$ 105,304	\$ 201,394	\$ 207,107	\$ 239,545	\$ 1,200,000
Sales Catalyst			\$ 207,107	\$ 239,545	
Enterprise		\$ 225,000	\$ 262,500	\$ 262,500	\$ 750,000
					\$ 2,700,000
New Revenue	Q1 19	Q2 19	Q3 19	Q4 19	Total 2019
Local Consumer Essentials	\$ -	\$ 56,250	\$ 121,875	\$ 187,500	\$ 365,625
Brand Catalyst	\$ 26,326	\$ 76,674	\$ 128,451	\$ 188,337	\$ 419,789
Sales Catalyst			\$ 51,777	\$ 59,886	\$ 111,663
Enterprise	\$ -	\$ 56,250	\$ 121,875	\$ 187,500	\$ 365,625
					\$ 1,262,702

Catalyst's Execution Plan



For Catalyst to be successful there is an imperative foundational component: Automation of data aggregations which in turn allows for automation of advanced analytics. As well as access to all currently available Simmons data and clients proprietary Simmons data.

Brand Catalyst

- Brand centric visualizations convey story most relevant to assessing personas across a breadth of data.
- Visualized automated segmentations. Segment the defined persona and quickly hone in on similarities and differences with easy to comprehend visuals that profile the sub-segments.
- Market share analysis by assessing the market and the most likely and least likely consumers of brands, categories/industries for competitive conquering analysis and white space identification.
- Automated generation of data groups as well as automated application of PCI.

Sales Catalyst

- Partnership centric automated analysis and visualizations that highlights the opportunity available when two entities work together to reach the target market.
- Shareability/workflow through Simmons tool allowing Market Research Professionals to provide deliverables to end users in the platform.
- Adoption of the platform by new user group, Sales Representatives extends Simmons into a new market.

Your Catalyst

- Autonomy for end-user to create a or multiple Catalyst screen(s) that best address their story telling needs.
- Select from pre-created cards from existing Catalyst screens (i.e. BC/SC). Organize on the screen in the most efficient and relevant flow.
- Utilize pre-made cards and the user selects which data points to include and metrics to focus on in the cards.
- Create Catalyst Screen and choose end user manipulation points. i.e. what elements can the end user overwrite for their use case?

For Catalyst to be sticky we need to deliver a service that is used daily or alleviates a resource strain. By becoming part of the internal work flow process, Simmons is a necessary part of the company's success and extends across departments.



Go To Market Strategy



- Catalyst Campaign
 - email campaign
 - Digital on B2B sites
- There is a Catalyst for everyone
 - Brand Catalyst
 - Sales Catalyst
 - Personalization
- Webinars with Case Studies with Active Clients
 - How have the clients utilized Catalyst for efficiency, exploration, story telling
- Public Relations / Media
 - Tackle a query of the time and feature it using Catalyst tool and exports so media companies can not only reference Simmons data but also the ease of use and quick access to the information because of the Catalyst suite.



Supporting Materials / Inspiration / Ideas
Appendix



Revenue Walk. Essentials Only Clients – Contract Ends Q1 2019

- 15 Fingers LLC
- Armstrong Partnership LP
- HLK Agency
- Palisades Media Group
- Truth Collective LLC
- Wolfe Solutions, Inc.

Upsell opportunities for Brand Catalyst today - Small 1-year contracts (\$20k)

- Only subscribe to NHCS
- Efficiency: multiple redundant tasks for small agencies = \$\$ lost on resources, burnout, turnover
- Predictive Segments help small agencies with identifying quickly a unique angle for new business projects.
- Exploration layout helps with discovery projects for revitalizing existing campaigns and retaining value with clients up for renewal.



Revenue Walk. Data Pack Clients – Contract ends in 2019

Unlikely to purchase Catalyst products as they mainly use Data Packs which will not be available in Catalyst until the Automation project is completed.

Product	# of Clients	Q1	Q2	Q3	Q4	Total
Connect Only	50	\$ 230,021	\$ 177,237	\$ 122,403	\$ 95,027	\$396,453
New Media Only	3	\$ 14,072	\$ 6,598	\$ -	\$ -	\$624,687
Local Only	11	\$ 55,145	\$ 24,179	\$ 10,444	\$ 10,169	\$20,671
Multiple Data Packs	53	\$ 325,624	\$ 280,138	\$ 173,724	\$ 140,972	\$99,937
Total 2019 Data Packs	140	\$ 784,916	\$ 620,534	\$ 361,746	\$ 295,010	\$2,062,207

12 – 24 Months Questions to be Answered



Starting Point

Help the MRPs be more efficient

Create Simmons Templates to address common MRP requests and offer MRPs the option to personalize the templates to their needs

Work Flows

Research work flows at Brands, Media Companies and Agencies

Do we acquire or build?
Will clients adopt the technology or continue with current methods?
Do clients currently use in-house or third party software to manage this process?
What is the benefit of having Simmons facilitate the process?

End Users

New Market for Simmons that we need to service because end users are becoming more self-sufficient while being overwhelmed with too many data sources and too few resources.

What are the desired end users expectations of a UI?
What UIs do the end users rely on today?
What do they like about these UIs?
What jobs do they do today that are manual?
Where do the end users spend most of their time when preparing for their deliverables?

Catalyst Target Market

Today, we provide a solution for Marketing, Partnerships and specific research/consumer insights teams within Brands, Media Companies, Agencies.

Brand

- Consumer Insights Researcher
- Brand Manager
- Brand Strategist
- Partnerships/Sponsorships Manager
- Business Analyst
- Strategy & Analytics
- SVP Insights & Measurement
- Insights Analyst
- CMO
- Marketing Director
- Director of Insights
- Solution Architect

Media Company

- Sales Researcher
- Ad Sales Representative
- CRO
- Director of Sales
- Head of Partnerships

Agency

- Segmentation Developer
- Research Director, Research Manager, VP Research, Director of Advertising & Research
- Media Director
- Insights Analyst
- Marketing Consultant Firms

Tomorrow, Catalyst will move beyond the marketing by having the connections infrastructure to bring in any desired data source allowing any team to select or build templated visualizations to share their stories.

- Finance
 - Venture Capitalists / Investors
- Product Development
 - Market opportunity assessment
- Media Content Development



Simmons Opportunity with Catalyst

Catalyst Value Offer: Efficiently visualize data into personalized views per user type without overtaxing limited human resources to democratize data within your company in a format that is relevant to the end-user and easy to comprehend.

86% of worldwide CMOs confirmed that Marketing Strategy is handled in-house 76% Product Marketing, 75% Customer Experience, 45% Data and Analytics.¹

The in-house teams are responsible for communicating their strategy, marketing decisions and collaborating with other teams at the company.

In order to do this, they need to be able to transform data into stories and share insights with collaborators. In many cases they need to do so quickly, and they have few resources and tools to utilize for communication queries.

Primary Challenge of Utilizing Marketing Data According to Creative and Marketing Professionals Worldwide, Jan 2018

% of respondents



Note: numbers may not add up to 100% due to rounding
Source: Widen, "2018 Widen Connectivity Report," May 15, 2018

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www.eMarketer.com



Catalyst Key Performance Indicators and Tactics

Brand Catalyst

- Success rate for renewals
 - Get ahead of renewal meetings, work with Sales and AMs to schedule BC feedback sessions.
 - Implement features/functions perceived as promised during initial sign-on before renewal is up.
 - Illustrate implementation of feedback for product improvements / walk-through roadmap to show feedback was recorded and will be acted upon.
- Sign on to multiple year contracts
 - Work with sales to understand why clients are adverse to multi-year contracts and where can we improve the product to remain sticky and relevant.
- Average users per client
 - Analyze usage reporting to date, identify power users and seek out for feedback. Identify subscribed clients that are not using or under-using the platform and find out why.
- Average usage per client
 - Analyze usage reporting to date and go back to active users to understand surges in usage. What projects are causing the surge, why is it not a daily usage product, what would make it a daily usage product.
- Understand surges and dips in usage – host client/trial feedback sessions

Sales Catalyst

- Gauge reception to mocks – utilize feedback for development.
 - Tack on
- Number of clients that volunteer to be part of trial.
- Number of clients that ask: When will this be available?

In-Development

Your Catalyst

- What do clients/prospects ask for that is not and would not be covered by BC/SC?
- Who is not being served with BC/SC?
- Why are there potential end-users that do not find BC/SC necessary to their day-to-day?
- When do clients/prospects turn to data visualization tools? At what point in their process?
- How many stages of the end-users process can we address with Catalyst?

In-Concept

Competition / Inspiration



Tableau

MicroStrategy
Looker

Domo

Qlik

Why? Catalyst is data agnostic/neutral. It is about helping the end user derive insights. It is not about the data itself.

How do we differentiate? The competition is about solving the problem of big data, how can you best organize it to help you understand it. Today, we build off of Simmons core data and we tout that Simmons data gives disparate data sets a base. Tomorrow, the end user does not have to use Simmons data, we want to help the end user tell a story where data is an asset regardless of the data source and we are helping the end user



Pricing Strategies



- Tiered pricing
 - Individual licenses
 - Teams
 - Enterprise
- Base level packages
 - Add-ons
 - Data Packs

