

The Q3 '24 Global All Hands meeting will begin shortly

Submit a question to the Q&A session held at the end:

Message **#globalallhandsqa** on Slack with your questions for Kevin

*We are pleased to now offer closed captioning. To enable closed captioning, select **show captions / translate to / your preferred language**. After the meeting, a transcript in English will also be made available for translation purposes.*



Q3 '24 Global All Hands

July 10, 2024

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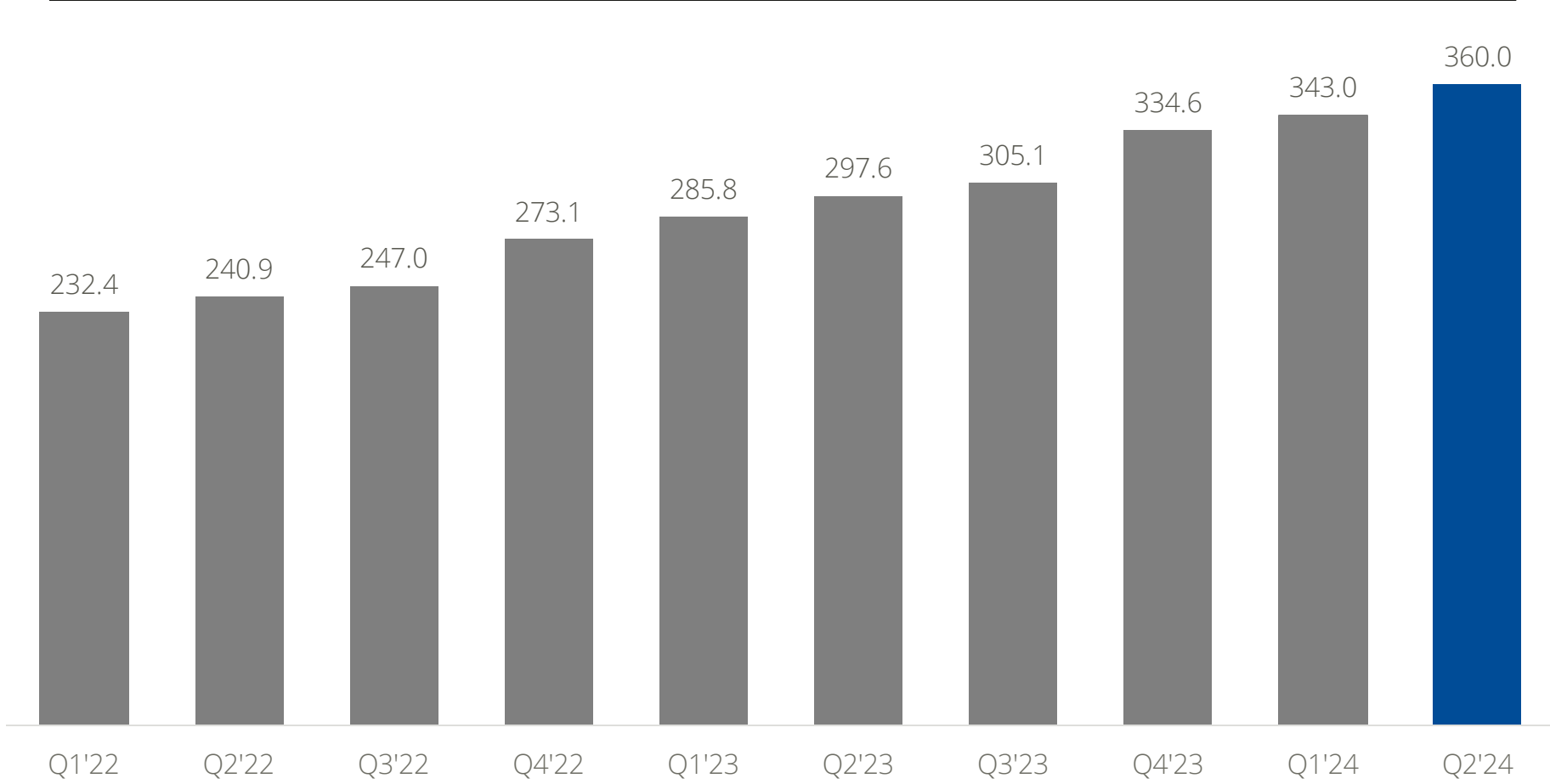
Agenda

- Welcome
- Q2 performance
- Q3 key areas of focus
- 2H targets
- 2024 corporate goals status
- AI at Tricentis: Where we are and where we're going
- Focus on retention
- World Tour 2024
- Outstanding employee/team recognition
- Q&A

Q2 performance

We finished Q2 with ~\$360M of ARR...

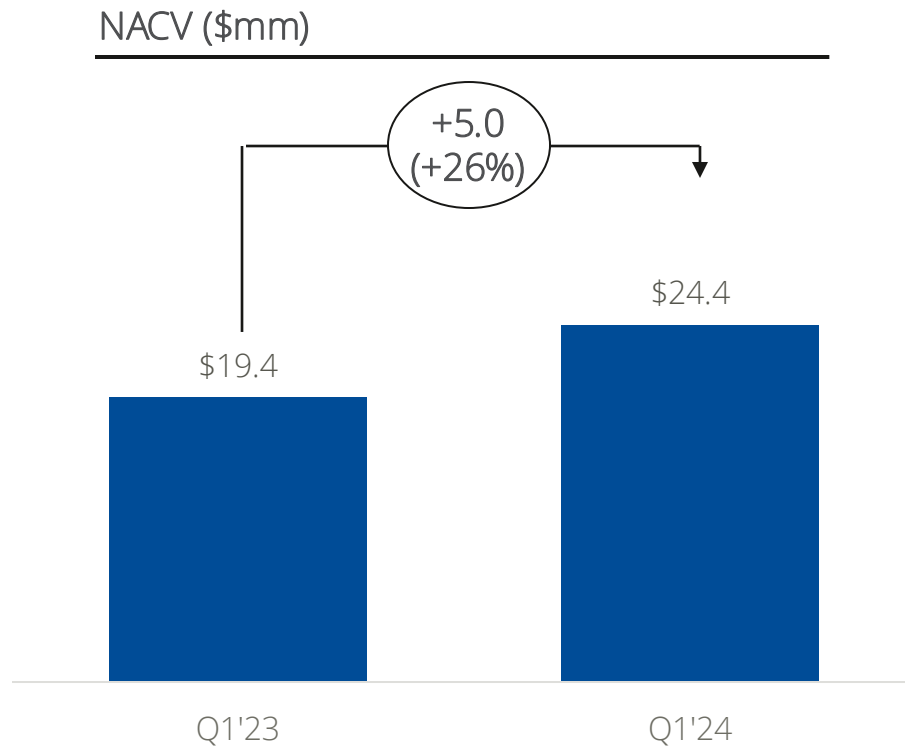
ARR (\$mm)



+21%
YoY

Q2'24 ARR Growth

...driven by continued ACV growth...

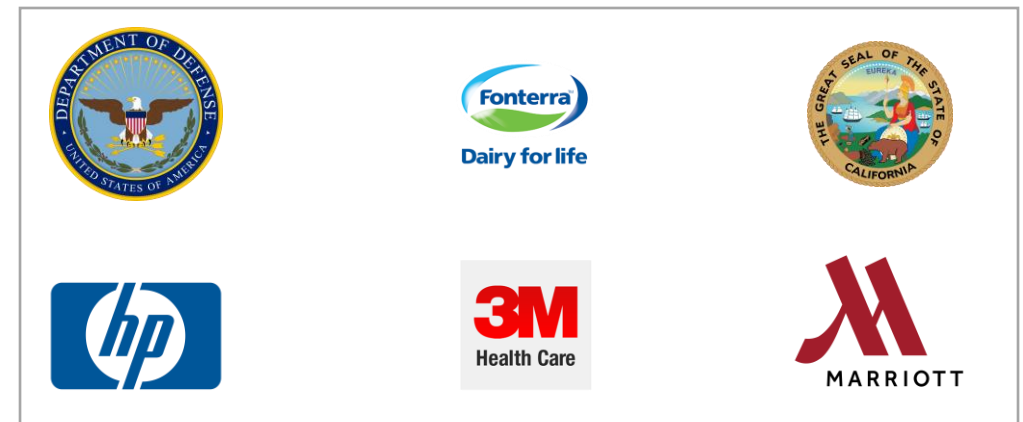


Note: NACV includes CPI

We continued to add great new logos...

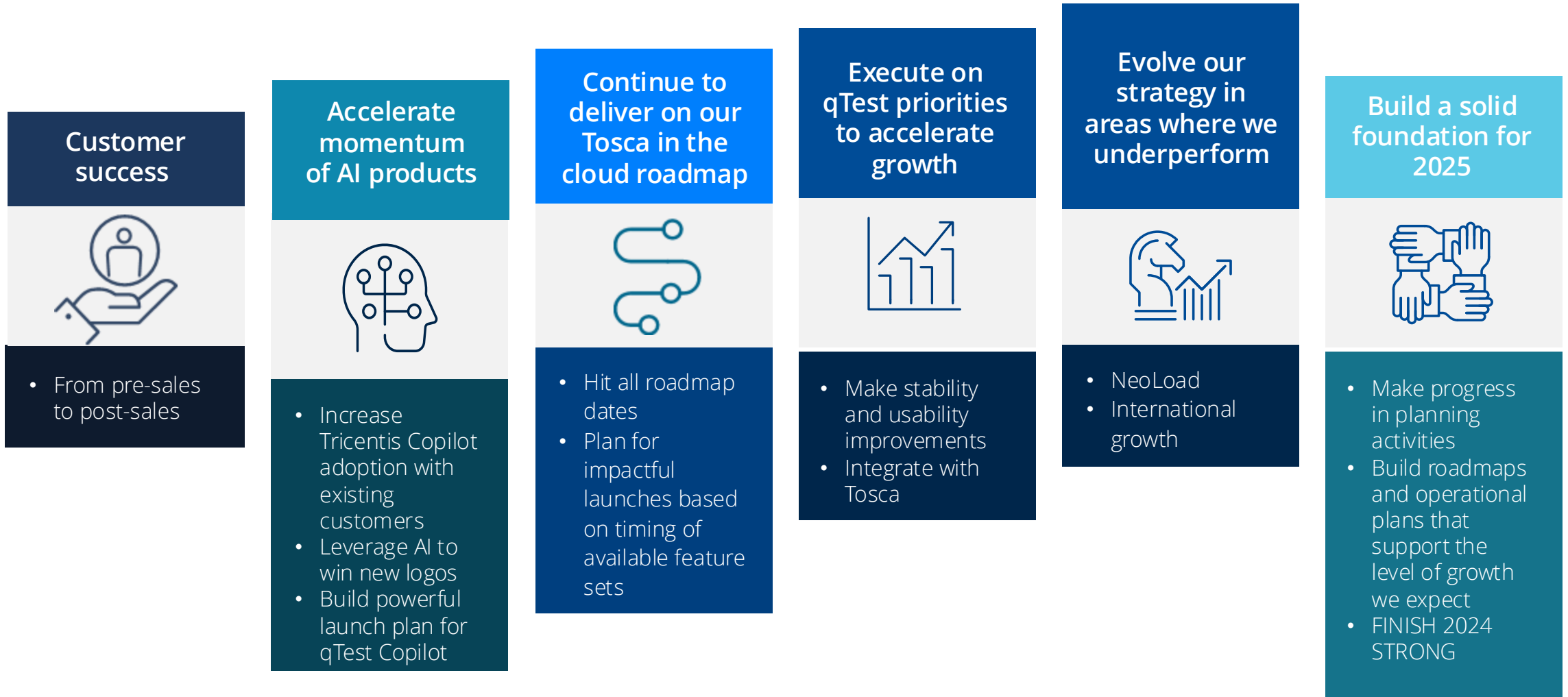


...while expanding our footprint with existing customers



Q3 areas of focus

Q3 areas of focus



2H targets

2H targets



ACV of

\$67.5M

(+28% YoY)

89%
Renewal rate



Total revenue of

\$217M


Ending Q4 ARR of
\$415M
(+25% YoY)

Positive EBITDA margin of
18%



2024 corporate goals progress

2024 corporate goals - How we doing halfway through the year?



Be the leader in the use of AI to help simplify high-quality software development



Develop and release a combined version of Tricentis Tosca and Tricentis Test Automation



Achieve growth and operating excellence at the Rule of 40 or greater



Meaningfully improve usability, integration, and time to value for all products



Identify and close one high-growth technology acquisition

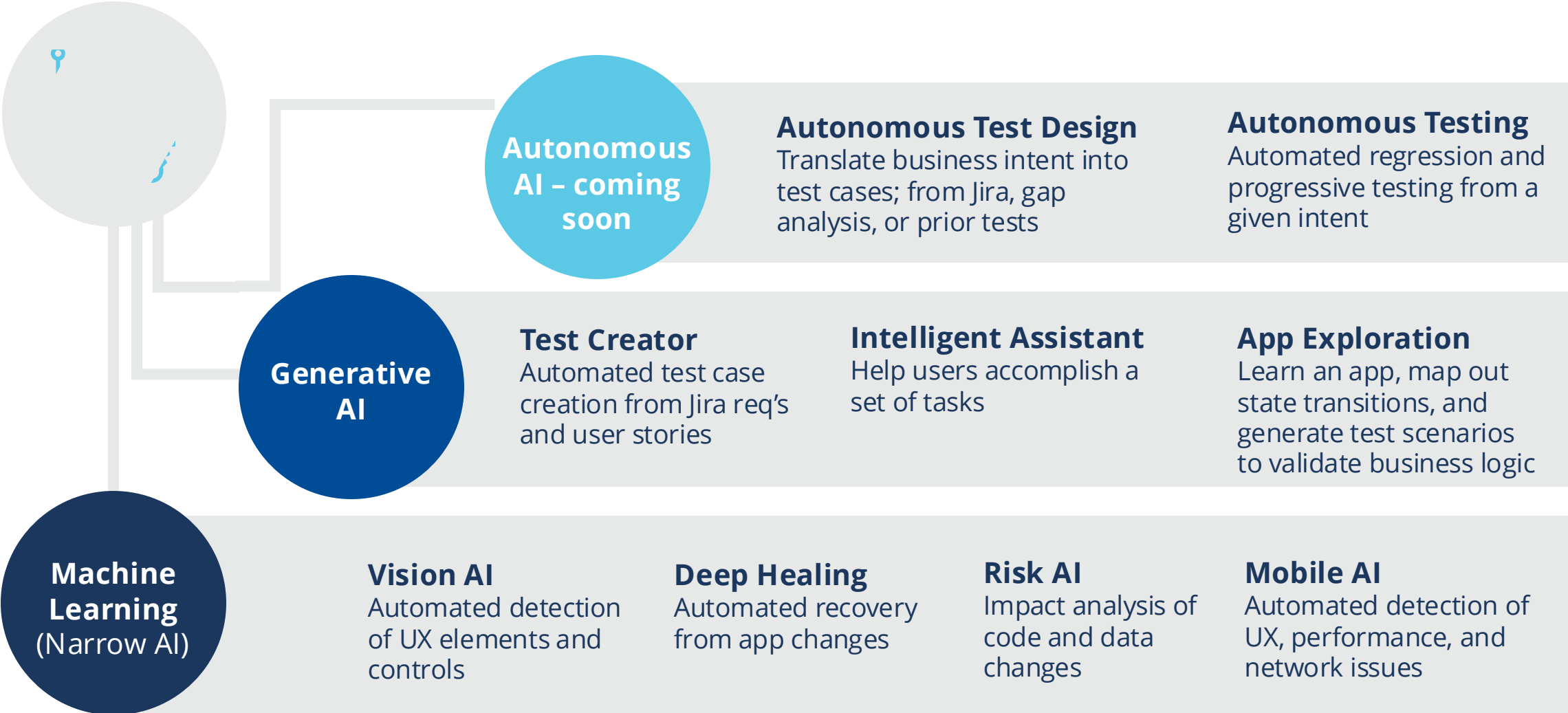


Develop and launch a solution that attaches to Tosca at a high rate

AI at Tricentis

Where we are and where we're going

Tricentis leads in AI-powered test automation



Tricentis Copilot

Your AI-powered partners in testing that transforms your business



Coding assistant

Testim Copilot

Generates custom-coded test steps, explains selected code, and fixes issues to debug faster



Test automation assistant

Tosca Copilot

Helps optimize your existing portfolio by finding unused, unlinked, or duplicate test assets, summarizing complex tests, and troubleshooting test failures



Test case generation

qTest Copilot - Q3

Autogenerates test cases and test steps based on requirements analysis while also providing expected results for each step

Focus on retention

CS solutions to customer key challenges

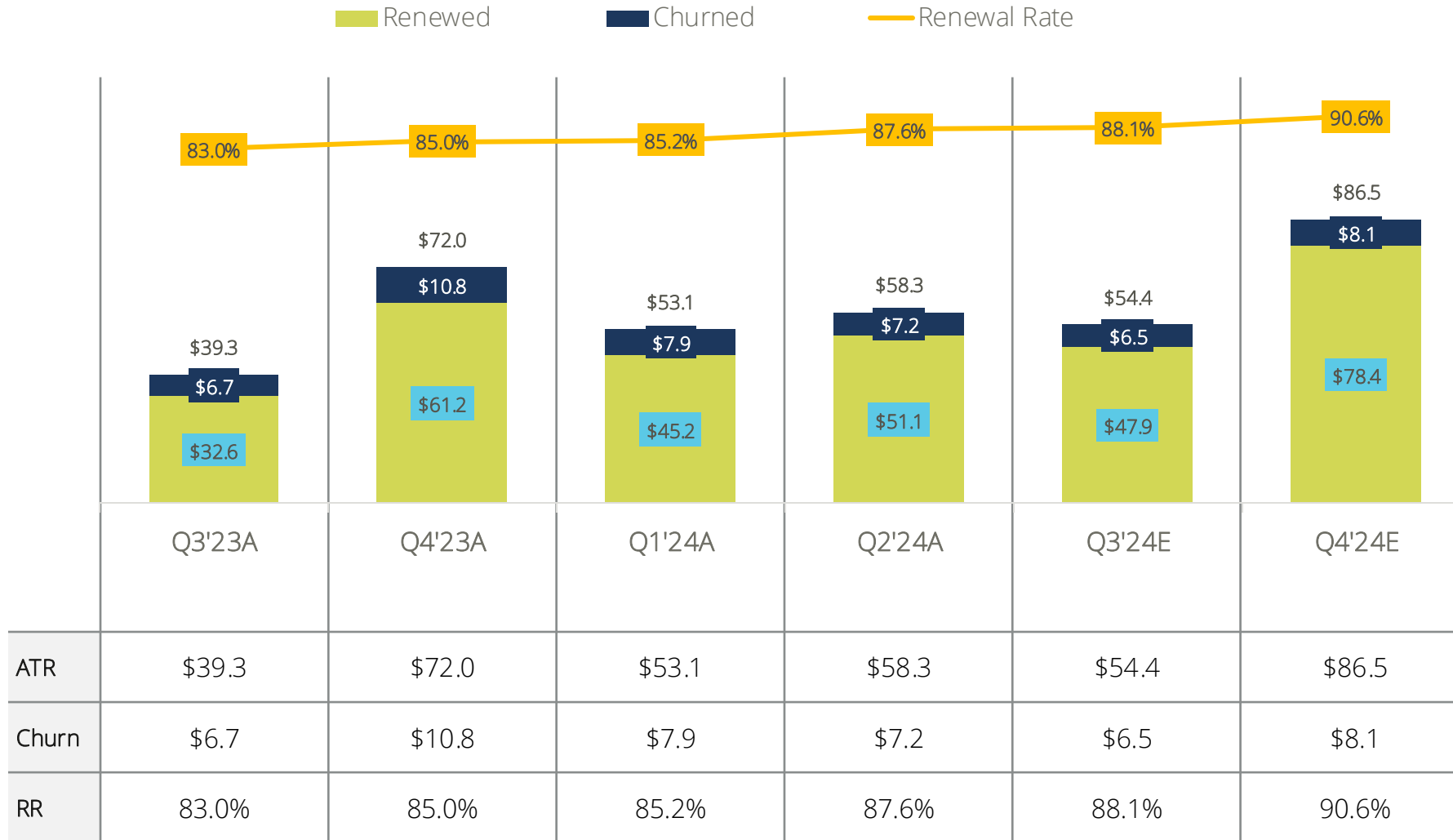
Corporate-wide focus on retention to drive quarter over quarter improvement



Setting our customers up for success from day one and engaging throughout

- Core onboarding package for all new product sales moving forward
- Higher level of CS engagement for all customers: a consultative approach with technical support
- Enhanced optics that identify early signs of risk, allowing time for Tricentis teams to remediate
- Earlier and more comprehensive renewal engagement in partnership with CS
- Aggressive focus on partner enablement

Concerted effort across teams to drive retention



- Continuous improvement quarter over quarter
- Corporate-wide focus on at-risk customers early in the renewal cycle allows time for positive impact
- Elevating the customer engagement model to emphasize initial time to value, measurable outcomes, and consistent journey management
- Maturity of actionable data informs targeted customer interactions

Key challenges in adoption: Customers need ongoing help

1 in 4
or
26%

of at-risk
accounts explicitly
flagged 'Lack of
adoption' as the
main reason for
churn

Common causes



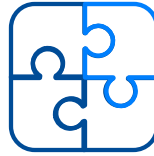
Uncertainty about
where or how to start



Skills
gap



Lack of
guidance



Difficulties in horizontal
& vertical expansion

Consequences



Delayed or failed
deployment



Delayed or no
value realization



Unhappy
customers



Churn

Fast start through value-based customer engagement

Core services

Providing **time to value**

- Essential for all customers, Tricentis or partner-delivered
- Equips customers with the tools to realize their goals

Includes:

- Personalized roadmap
- Product installation
- Product training
- Key skills introduction
- Warm handoff to CS

Elevated CS engagement

Delivering **measurable outcomes**

- Outcome-based journey milestones
- Prescriptive consultative approach with technical backing
- Mid-term success stories validating value realization
- Deeply integrated with Renewals team

Early renewal focus

Helping the customer **renew and expand**

- Early customer engagement 6 months prior to renewal in coordination with CS
- Proactive partnership with CS to manage any risk
- Deeper customer engagement providing proactive solutions to customer challenges

Improved customer outcomes



Accelerated value realization

Customers can adopt our products with greater ease, realizing value faster



Product upsell opportunity

Roadmaps highlight additional value, opening opportunities for up-selling and cross-selling



Follow-on services opportunity

Visualizing the roadmap and highlighting the possibilities initiates a services dialogue with every customer



Reduced churn and increased retention

Increased product adoption fosters loyal, satisfied customers who stay and buy more



2024 Tricentis World Tour



2024 World Tour

14 cities in 10 countries
Aug 21 – Oct 23



2024 World Tour

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2024 World Tour

| | |
|-----------------------|---------------------------|
| NORTH AMERICA | 9/24 MUNICH |
| 8/21 DALLAS | 10/3 PARIS |
| 9/19 TORONTO | 10/24 DUBAI |
| 10/2 BOSTON | 10/30 STOCKHOLM |
| 10/9 CHICAGO | |
| 10/10 CHICAGO | APAC & VIRTUAL |
| 10/16 NEW YORK | 9/19 SINGAPORE |
| EMEA | 10/22 MELBOURNE |
| 9/3 AMSTERDAM | 10/24 SYDNEY |
| 9/18 LONDON | 10/23 ON DEMAND |

Outstanding team recognitions

Recognizing teams who have gone above and beyond, making a BIG impact on our corporate goals while demonstrating our core values

Outstanding team

SAP Sapphire 2024

Mandy Lupton • Michelle Gullia • Lorie Schenk • Brad Purcell • Robert Sherwood • Andreas Gloege • VJ Kumar • Audrey Yarrito • Missy Keasler • Emma Melton • Stephanie Aswod • Simmi Kaur • Teisha Huggins • Leo Toch • Per Solvager • Patrik Fiegl • Ronald Tetteroo • Roman Zednik • Eva Schuster • Timothy Nguyen • Colleen Hein • Camille Piñeres • Maurice Ugbe • Katie Gascoyne Edwards • John Lange • Carla Pierre • Simone Mahedy • Ed Middleton • Eric Morey • Charlie Herzog • Christine Argulla • Giselle Sardea



Collaborated cross-functionally to optimize our presence at Sapphire

Exceeded targets for leads and booth traffic

Actively sought out for product information by SAP execs and attendees

Outstanding team

TriForce

GTM Tech Stack • Marketing Ops •
Sales Ops • CX Ops • Deal Desk •
Legal Ops • Analytics & Business
Intelligence • Finance • Order
Management • BizApps



Increased Salesforce speed with 80% reduction in custom code

Streamlined quoting process for sales reps

Improved usability with cleaner UI and DocuSign integration

Outstanding team

Copilot teams

Jen Kuhn • Ofir Elmakias • Keren Hochman • Sapir Zeelon • Tamir Yaffe • Gershon Alvais • Eyal Haim • Amit Yahav • Amit Lacher • Galina Reznik • Shai Glatshstein • Tomer Stoler • Craig McDonald • Naor Shirazi • Matthias Rapp • Daniel White • Nicole Brown • Eldar Kravetsky • Simona Domazetoska • David Quintero • Elizabeth Johnson • Justina Lister • Lanier Norville • Virginia Kiddy • Snow Sukserm • Emma Melton • Jenny McCarthy • Courtney Cantwell • Jon Zarate • J.D. Callaway • Eric Morey • Stephanie Aswod • Kira Mondrus-Moyal • Jay Melton • Lindsey Langford • Jeffrey Chatelain • Alexander Ting • Marat Strelets • Scott Erlanger • Matan Albag • Netanel Elmaliach • Sebastian Hasenöhrl • David Colwell • Roland Pichler • Asaf Saar



Launched two new AI-powered products in fewer than 4 months

Delivered on 2024 corporate goal to become a market leader in AI

Drove 1700+ registrants for Tosca and Testim Copilot webinars



Once a new technology rolls over you, if you're not part of the steamroller, you're part of the road.

Stewart Brand



Questions Answers⁺

