



From the office of Darren Beck,
Chief Marketing Officer



Hello Tricentis Colleagues!

Mav Turner, Chief Product and Strategy Officer, summed it up: "The amount of high-value meetings and strategic progress we made at Sapphire was incredible."

We're at Sapphire every year, so what made 2024 special?

Not only was Tricentis' partnership with SAP front and center, but SAP leadership, customers, and prospects actively sought us out for information. We exceeded our lead targets and packed our meeting calendars, all while cementing our role as SAP's trusted partner in a critical business process.

Thanks to a bigger sponsorship presence and tireless cross-functional work across many Tricentis teams, opportunities for connection were everywhere. Between the Orlando and Barcelona events, we held **152** meetings with customers and prospects, hosted **10** customer and partner roundtables, and engaged with **673** booth visitors. We had great conversations with leadership from brands like General Electric, Victoria's Secret, John Deere, Ford, P&G, and many more. Between the two events we gained **1582** QLs, and we are well on our way to our \$20M opportunity target. Now the real work begins -- we need focused effort to generate more opportunities from the event leads, new contacts, and executive meetings and drive those opportunities through to closed deals.

What stands out is that we truly optimized our presence at Sapphire this year. Making the most of a conference that's this important to our success as an SAP partner called for months of preparation across the company. *Huge* thanks to everyone who touched this project! While I don't have space to name every contributor, kudos to the Sapphire core team:

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

As a single team, we demonstrated how to *Solve problems together*, *Serve our customers and communities*, and *Think big and believe*. I can think of no better example of living these core values. Thanks for all you do!

Darren Beck



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