

Executive Keynote Script

Annual Customer Conference (1,000+ attendees), 2024

Keynote Objectives

- Energetic audience welcome; set excitement for what's in store.
- Establish customer obsession – the inspiration for what we do.
- Retell vision for data and AI through the lens of today, and how it inspires what we're building.
- Educate about broad product capabilities through “data+” customer stories featuring AI, Apps, workflows, cloud, ecosystem peppered throughout.
- Connect audience needs to our featured product announcements.
- Build trust and excitement for the future with **BRAND**.



Script & Staging Direction

Visual Backdrop	Slide Theme	Narrative
Event Logo	Welcome	Set an energetic tone for the day. • [Share excitement to be in-person]. • Most of all, I’m excited to show off everything we’ve been working on the past year. • We completely redirected the conversation for BI, and, now, everyone is getting on our page. It’s incredibly validating, and all of you in this room can take credit as the early adopters who saw the potential for data in your business. • We are amazed by the inventive ways you put data to work – you continue to surprise and inspire us. Tell an Inspiring Story of Customer Using All Our Platform Offers. • We hear stories just like this every day, that inspire the future we see for AI and data. • A future that’s so much more than producing insights. One that’s possible because <i>you</i> can design the exact data solutions <i>your</i> business needs. • Today, we’re making it easier and faster for you to bring AI and data to your entire business. • Exciting announcements in AI, automation, apps and our ecosystem collaborations. • But first, I want to step back and talk about this latest convergence of AI and data, and the future we’re building.

Visual Backdrop	Slide Theme	Narrative
Customer Brand Imagery Event logo unwinds and flows throughout the rest of the presentation to represent connectivity of BRAND through everything. (subtle/transparent)	Customer Story – AI + Data	Let me tell you about _____, a software company that provides high-risk safety technology to some of the largest brands in the world. They built conversational AI that lets workers request the data they need by simply speaking into their apps, giving them critical safety data in <i>under five seconds</i>. Data that used to take 45 minutes, just to filter. Now, workers get that data right in the moment they need it, so they can get home safely every night. For _____, data + AI + apps = saving lives

Visual Backdrop	Slide Theme	Narrative
Event Logo Zoom in on CEO Less-than-perfect AI applications	Life Disrupted	This is an inspiring application of AI, and it was hard to imagine just a few short years ago. AI has been at the forefront of technology, with flashy campaigns promising the most disruptive, proprietary AI... What once was exclusive to elite data scientists and engineers, is now available to anyone. What an incredible time! Disruption at its best. Look at how it's coming to life... [Narrate examples of AI in less-than-perfect action, while images and clips play on the screen showing botched outputs, unusual applications (e.g., woman marrying AI boyfriend), etc.] OK, it's not perfect. It never starts as perfect. Navigating a paradigm shift is rocky terrain. So, yes...this is the <i>AI disruption</i> we've been promised. Now, it's time to ask: what is the <i>AI transformation</i> we need?

Visual Backdrop	Slide Theme	Narrative
Customer Brand Imagery	Customer Example – data disruption	_____ is a customer that understands the drive for transformation. They’re using BRAND to completely reimagine the supply chain. Disrupt the practices that hold the entire world up when something unexpected happens—like when a ship found itself trapped in the Suez canal. It takes data and AI. But it also takes automation, apps, partners and a way to connect to every single place they already have data. Already, they’re exploring new ways to use the time they freed up by automating critical reports. _____ is thinking big about AI and data
Early Team Photos	Disruption of Invention	I LOVE disruption – started BRAND 14 years ago to disrupt practices that were limiting the potential of data in business. And we did it with the first ever, cloud-based, full stack, independent data platform that puts data to work. But that was only the beginning. Because it’s bigger than CEOs, bigger than engineers, data scientists, IT leaders. It needs to change the world of data for ALL of us. Disruption is where it starts. Something new, exciting, game-changing that rocks us – makes things a little uncomfortable while we figure out how to make it a transformational part of life.

Visual Backdrop	Slide Theme	Narrative
Event Logo Images/keywords supporting technology examples Show: Data + AI Show: <i>It's just a normal part of work.</i>	Aspiring to Transformation	What does it really take to be transformational? Electricity, internet, and cellular – these technologies have transformed the way we live. But they started as disruptive – - Electricity knocked a guy off his kite before becoming the first thing you touch every time you walk into a room. - Internet kept your high school pals on the busy signal before becoming an instant portal to just about every person in the entire world. - Cell phones were brick-shaped weights that only Zach Morris could make cool before becoming a practical extension of our palm. The reasons these technologies bridged the gap from disruptive to transformational is not because of technology itself... It's because, today, everyone can use them without even having to think about the tech. It's the applications of the technologies that make them so useful, so reliable, so HUMAN, they've become...normal. This is the transformation we're building! Bringing Data+AI together so intuitively, all of us can act on insights without even knowing we're using data science or technology.

VISUAL BACKDROP	SLIDE THEME	NARRATIVE
Customer Brand Imagery Show: Data + Automation + Apps = Life-saving Medicine That's <u>Normal</u> with BRAND.	Customer Example – what's “normal” with BRAND?	_____ does something incredible with data. They deliver and store sensitive materials in climate-controlled environments across thousands of pharmacies in the US. With BRAND, _____ has designed a data solution that uses automation and apps to alert them when temperature ranges are outside an acceptable boundary. They’ve reduced waste from temperature damage by __%, meaning more medication on shelves for those who need it. For _____, Data + Automation + Apps = <i>Accessible Medicine</i>. That's <u>normal</u> with BRAND
Event Logo Zoom in on CEO Show key terms	BRAND’s Data Transformation	We are building the solutions, but it’s you, our customers, who are leading the transformation for data and AI. BRAND lets you bring your vision for data and AI in <i>your</i> business to life, however you need it. Extending your expertise, intelligence and governance far beyond your central orgs. And it’s designed in a framework that works for literally everything you need now...and whatever comes next.

Visual Backdrop	Slide Theme	Narrative
Event logo Fades and centers on Data + <u>AI</u> +... _____ Scroll through other data capabilities for the blank.	What it means to be Data +	BRAND is Data+... Data + AI. Data + Automation. + Apps. + Governance. Data + anything you need. It's different for everyone. Because BRAND's real power is letting <i>you</i> design the data products <i>your</i> business needs, and then connecting it everywhere you need it. Like you've engineered it into the walls, and given everyone switches and outlets. Then, just like that, your business is completely powered by data and AI.

Visual Backdrop	Slide Theme	Narrative
Customer Imagery Rotate Customer Logos and/or unbranded images as the stories are narrated. Show: “Data + _____ = _____ That’s what’s <u>normal</u> with BRAND”	Customer Stories	Consider several customer stories here showing a variety of Data+ combinations driving outcomes that are normal with BRAND. [Prepared customer stories include: • ...] ***This is a great place to dive deeper into the cool and more technical aspects of the product, to flex expertise and reinforce cache with our users.***

Visual Backdrop	Slide Theme	Narrative
Event Slide Zoom in on CEO	Customer Innovators	Customers like these are the innovators! Brave enough to disrupt their orgs so they can pursue the transformation they envision for data and AI.
	Excitement for what's next	Today, you're going to hear all the ways that BRAND is Data+. Starting with new product announcements, and your how your hopes and aspirations inspire everything we build. And you'll hear even more incredible stories of how customers are working with BRAND to deliver all the transformational outcomes they need. I'm thrilled to spend the next three days with you! I know you'll walk away with even more inspiration for AI and data, and we're going to tell you all the ways we're making it easier and faster to do everything you want with data+AI. Please enjoy the conference, and we can't wait to hear all about where you take it from here.