



SALES AND GTM

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THE STRENGTH OF OUR FOUNDATION



**TRUSTED
BRAND**



**FINANCIAL
STRENGTH**



**PRODUCT
INNOVATION**

EVOLVING SALES AND GO-TO-MARKET

FOCUS



EXECUTE



Specialization



Geographies



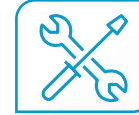
Sales Coverage



Customer Experience



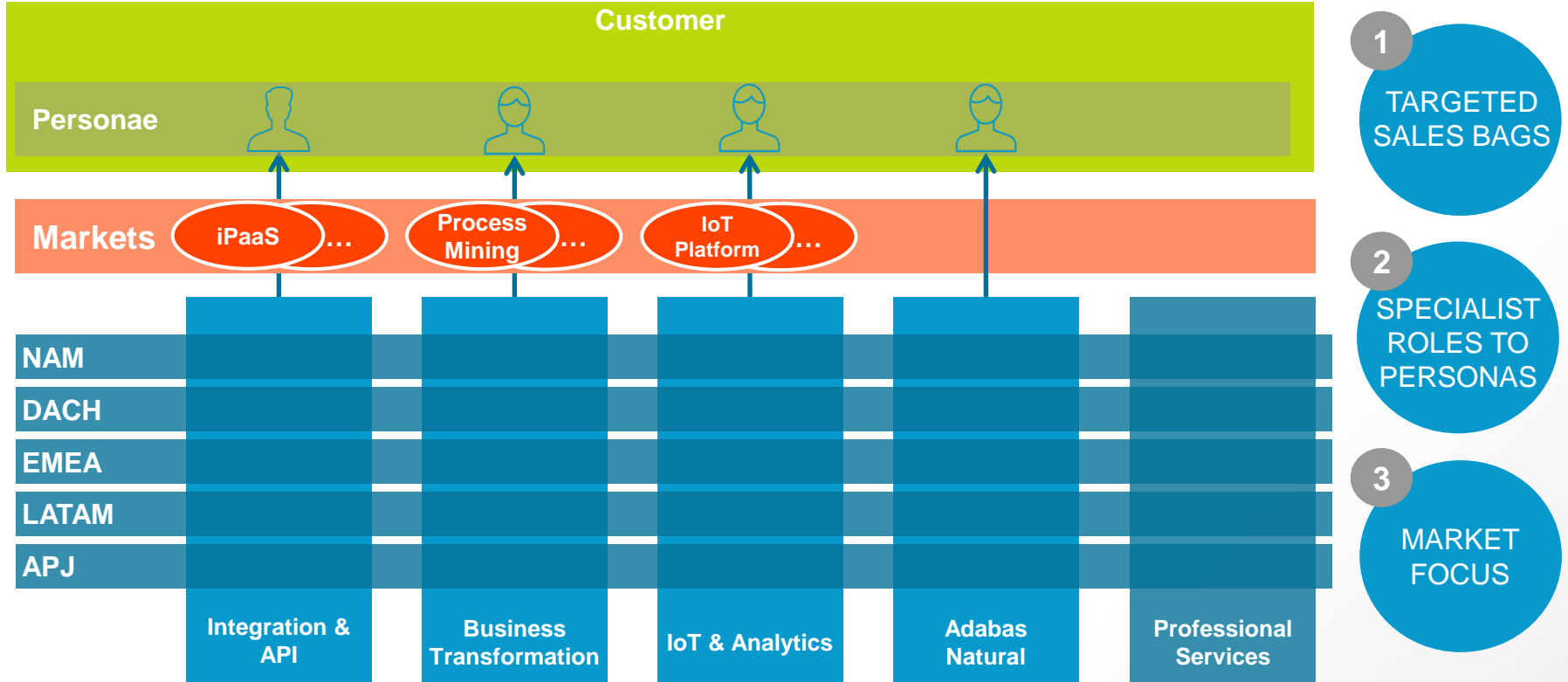
Alliances and Channels



Sales Operations

**MARKET
IMPACT**

SPECIALIZED ACCOUNT EXECUTIVE: SALES BAG AND ROLE



FOCUSED GEOGRAPHY

Biggest
market
opportunity



Best
established
footprint

 **BIGGEST MARKET IMPACT**



USA



Canada



China



Germany



Australia



Japan



UK



Brazil



Korea



France



B+Lux



Netherlands



Italy



South Africa



Switzerland



Sweden

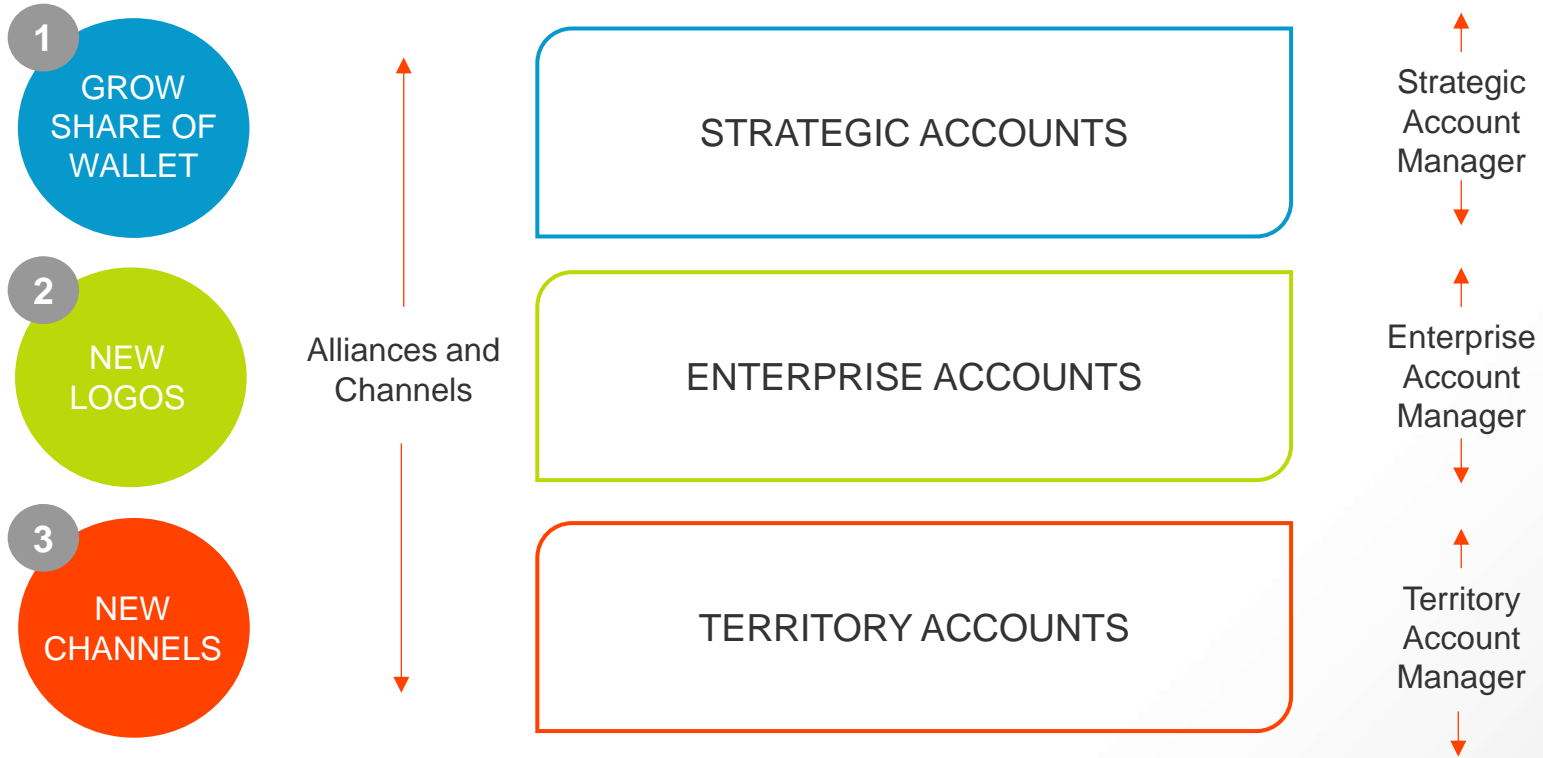


UAE

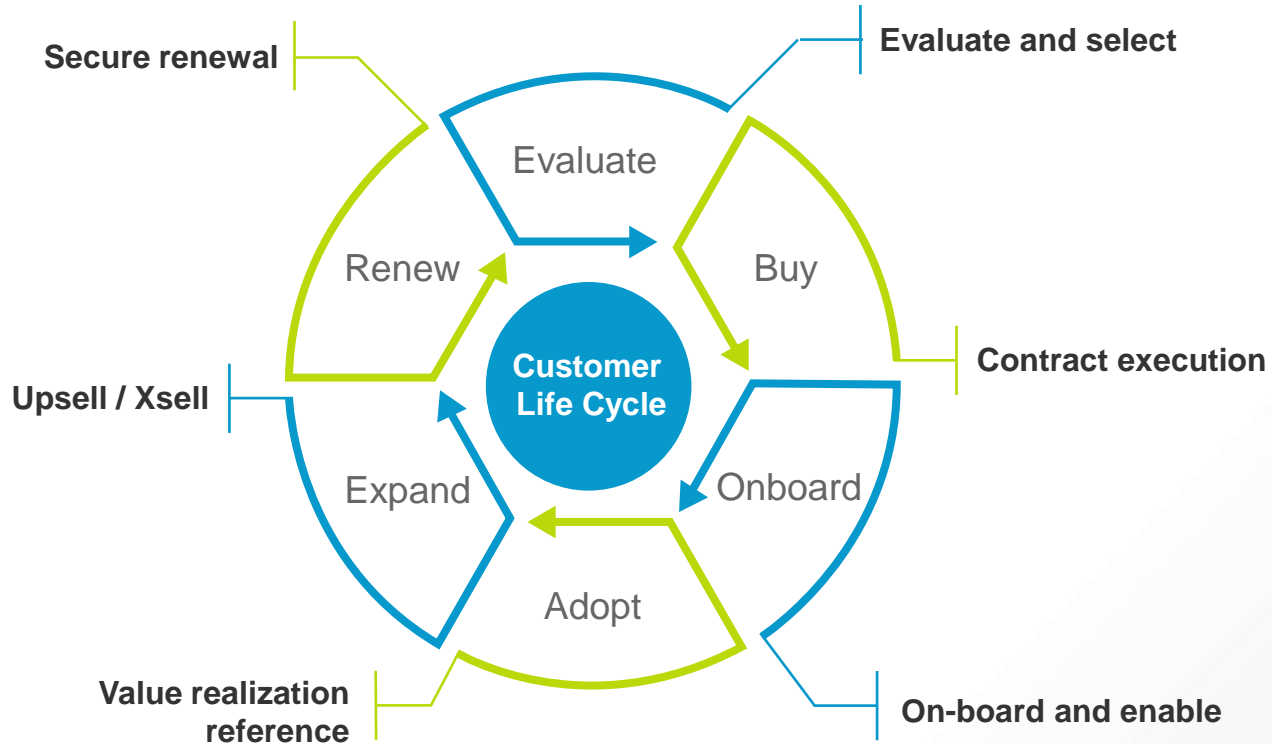


Spain

FOCUSED SALES COVERAGE



MODERN CUSTOMER EXPERIENCE



ALLIANCES AND CHANNELS



OEM – embedded solutions
White-labelling

ISV – extend reach G2000
Application Partners

Marketplace – extend reach SMB
Cloud, Public and Private

SI – expand wallet-share
Increase competitiveness

SALES OPERATIONS



Metrics

Leading and lagging indicators

**Increase accountability:
analyze, plan, adjust**



Demand Generation

Sales playbook and improved lead flow

**Maximize Pipeline:
volume, conversion**



Sales Methodology

Planning and continuous enablement

**Drive Alignment:
resources and efficiency**



Simplification

Quoting tools, approvals, contracts, revenue recognition

Simpler, faster quote to cash process

INCENTIVES: CORE AE COMPENSATION PRINCIPLES

OUTSIZED PERFORMANCE

RIGHT-SIZED TERM LENGTHS

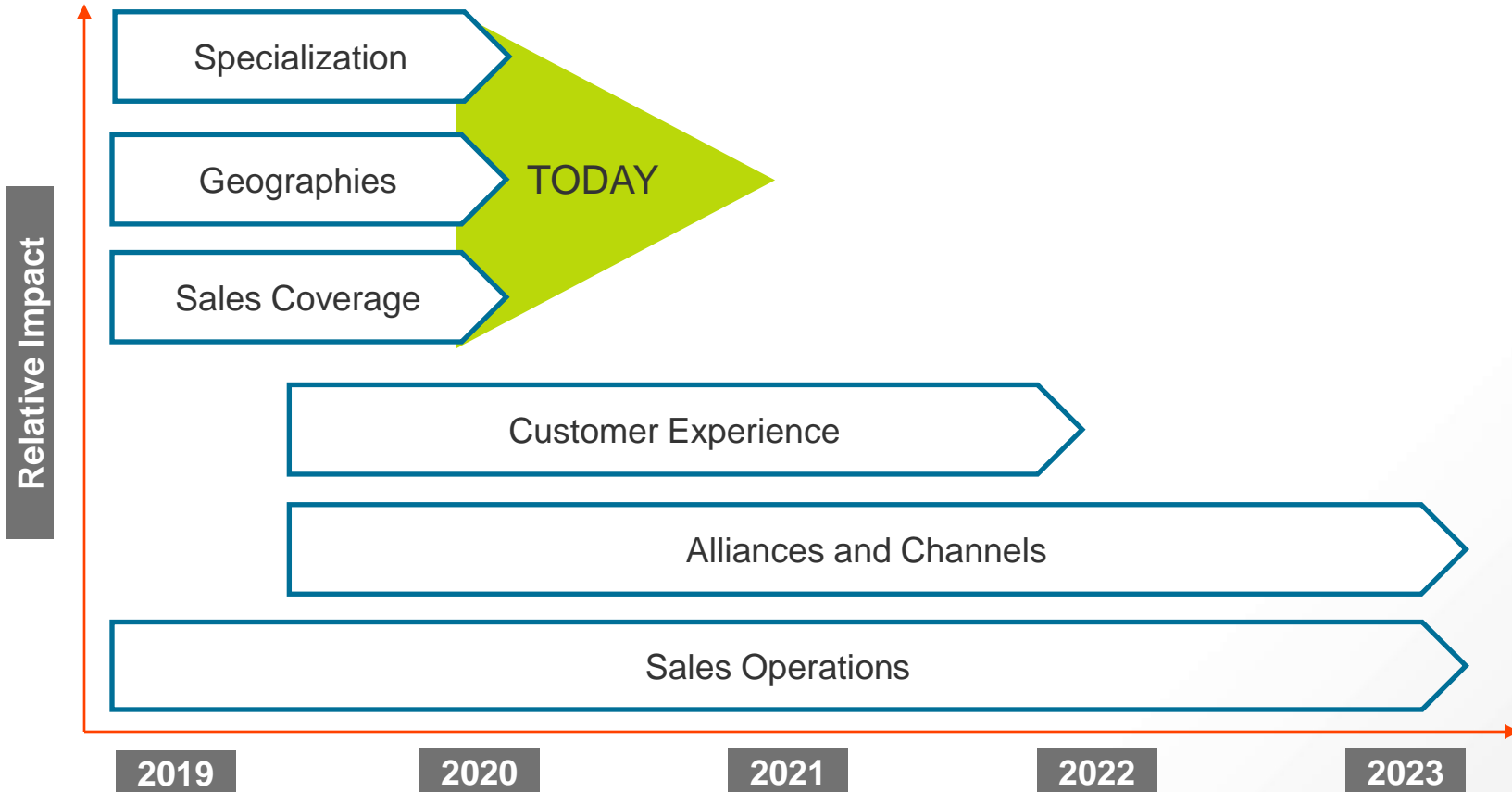
RENEWALS: PROTECT & EXPAND

IMPROVE LINEARITY

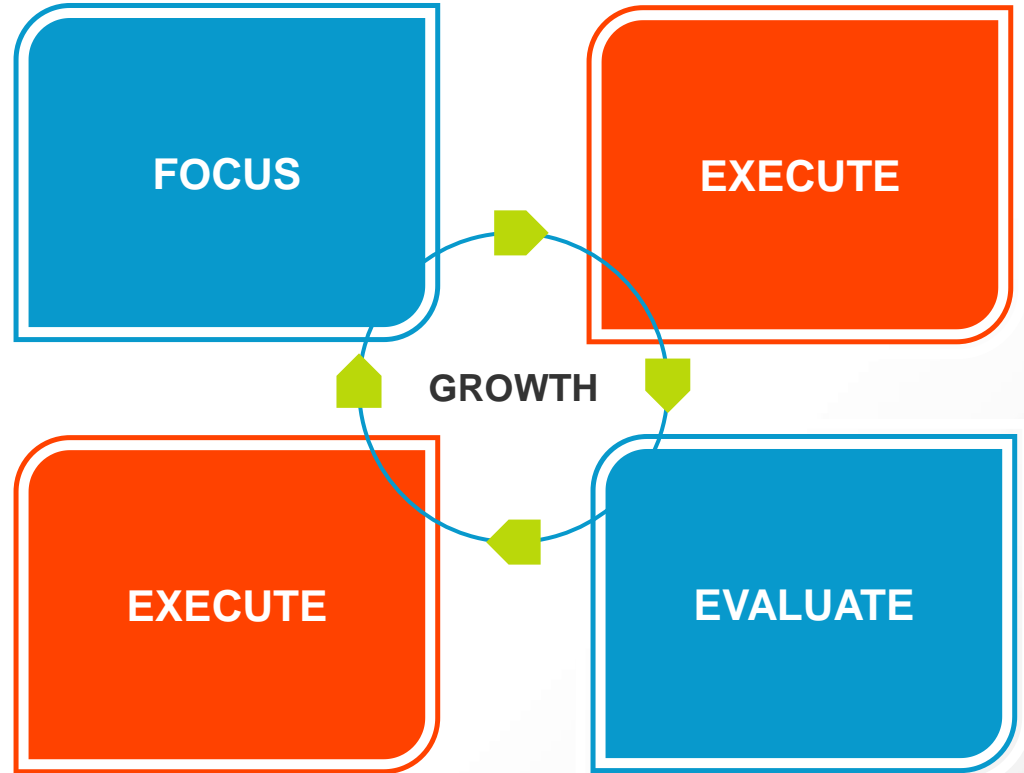
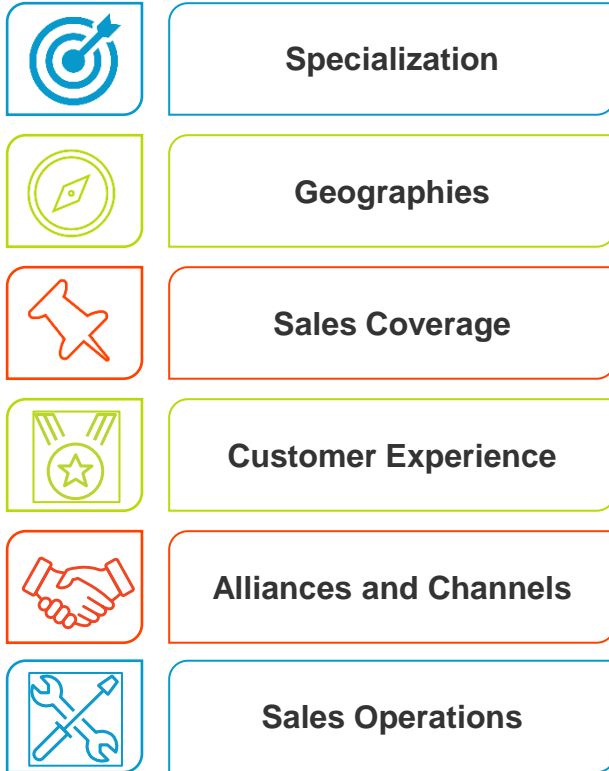
DRIVE SUBSCRIPTIONS

DRIVE SOLUTION PERFORMANCE

SALES AND GTM TRANSFORMATION



SUMMARY – DELIVERING MARKET IMPACT



 **software** ^{AG}