

# Capital Markets Day 2021

23 February 2021



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CAPITAL MARKETS DAY 2021

# Go-To-Market

Scott Little  
Head of Global Sales

# Session plan

Harnessing our global growth platform

## 1. PROGRESS REPORT

Strategic areas of focus

Proactivity to address issues

Significant Sales & GTM successes

## 2. GROWTH LEVERS

Our existing customer-base

Our new business success

Our partner ecosystem

## 3. KEY TAKEAWAYS

Foundation built 2019 – 2020

Investing in the right areas

Clear plan to deliver

# Helix Sales & GTM progress report

A transformed organisation executing with impact in the market

Sales model evolution

82%

2020 % of new business in NAM  
Corporate Accounts total

Pipeline quality

20%

2020 quote-to-cash  
improvement

Partner ecosystem build

+49%

2020 A&C total bookings growth

Market impact

+11%

2020 Digital Business ARR

Balanced global growth

10%+

2020 bookings growth in NAM,  
DACH, EMEA

Subscription offering

81%

Subscription & SaaS bookings as  
% of Digital Business total

# Making our impact with competitive wins

Demonstrating market impact



Social Security Administration  
*Major win with US Government*

Competitive win  
8-figure deal  
First class sales and PS experience



Injazat  
*New logo for Cumulocity*

Competitive win  
New logo  
IoT-as-a-service

**SIEMENS**

Siemens  
*Significant DACH expansion*

Competitive win  
Long-term collaboration  
Aris connect

# Driving sustainable growth to 2023 and beyond

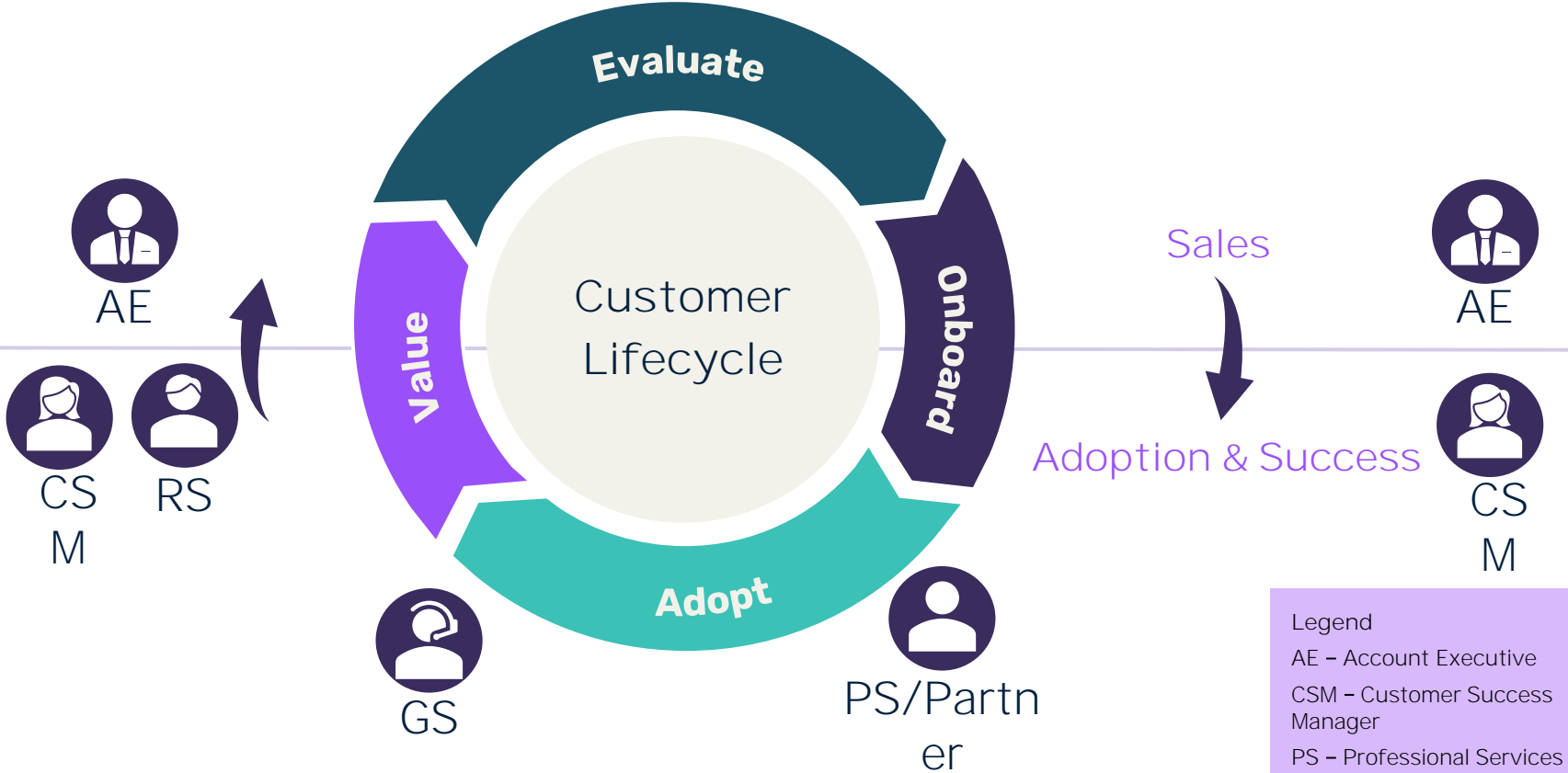
3 clear growth levers for the years ahead



# Customer lifecycle approach underpins growth plan

## Our adoption and success model

- Helix investments delivering returns
- AEs pivot to up sell/cross sell
- CSMs drive adoption and document value ahead of renewal
- Using technology to drive CSM efficiency
- Targeted PS credits to support adoption post implementation



- Legend
- AE – Account Executive
  - CSM – Customer Success Manager
  - PS – Professional Services
  - GS – Global Support
  - RS – Renewal Specialist



# Driving growth within our existing customer base

Supporting our clients and driving customer adoption



## Capitalizing on cross-sell potential

Finding opportunities

Reward partners for incremental  
Sales resource emphasis  
TCS at WBA

Engaging the right way

Specialist resources  
Use case examples  
WM/API on Alfabet at CMS

Converting successfully

Cultivate internal references  
Leverage existing agreements  
Sony



EXISTING  
BASE

## Driving subscription conversions

New pricing/packageing  
Hybrid path to Cloud  
ATB

Carrot for customers

New Service Offerings  
Ex. CSMs

Provide added-value

Include new value  
Minimum uplift requirement  
All regions exceeded uplift goal

Align sales incentives

# Winning new logos

Our plan for accelerating new logo acquisition



# Building our partner ecosystem

Gaining scale and incremental growth opportunities from high-quality partnerships



## Our developing partner ecosystem



## 2021 Priorities

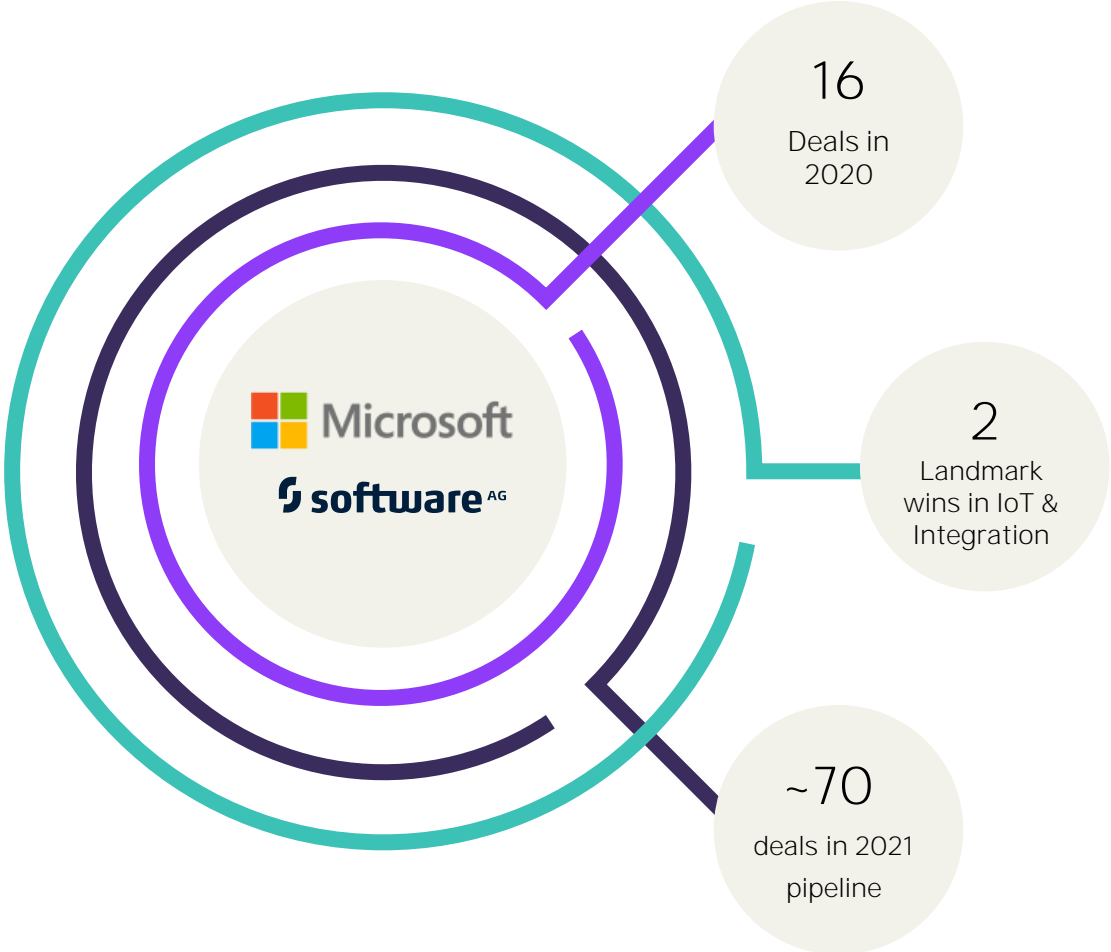
Drive incremental Bookings	Shift to the Cloud	Build OEM Partners
Targeting +30% growth	Double partner bookings via Cloud Providers	Onboard 15 new OEM partners

## 2021 "how"

Drive incremental Sales	Shift to the Cloud	Build OEM Partners
New partner program	Expand field coverage	AE Field engagement
Skills and tools	Continue MSFT momentum	Expand ISV ecosystem
Grow the ecosystem	AWS expansion	NAM & EMEA leader

# Partner deep-dive: Microsoft

The anatomy of one of our largest partner relationships



Major Medical Device Manufacturer



- Multi-million USD contract
- Competitive win & new logo
- End-to-end digital process
- 50% faster sales-cycle
- Joint effort to modernize patient care solution

- Multi-million USD contract
- Extends a 20+ year partnership
- Using webMethods for digital transformation
- Integrating diverse systems
- Accelerating Azure migration

# Summary and key takeaways

Clear plan to reach our goals

## 1. RESILIENT FOUNDATION BUILT THROUGH HELIX

Investment delivering returns

Delivering market impact

Launchpad for future growth

## 2. INVESTING IN LEVERS TO DELIVER GROWTH

Customer success & renewals

New Logo acquisition

Partner ecosystem

## 3. PLAN IN PLACE FOR ACCELERATION TO 2023

New business – inside and out

Drive net churn through investment in  
adoption & customer success

Deliver incremental impact from A&C

 **software** <sup>AG</sup>