



Professional Background

- Educational Background
 - MBA: Santa Clara University, 2006
 - Business Administration: Cal Poly SLO, 1999
 - Concentration in M.I.S.
 - Minor in French from Aix-Marseille III University
- Career Highlights
 - Present:
 - Vice President, Product Marketing at Jive Software (2015 today)
 - Past:
 - Sr. Director, Product Marketing at Jive Software (2014 2015)
 - Director, Strategy at eBay Enterprise (2011 2014)
 - Santa Clara University Adjunct Faculty, Leavey School of Business (2007 2013)
 - Account Director, LEVEL Studios (2007 2011)
 - Program Manager at Seagate Technology (2001-2007)
 - Consultant at Vigilance (2000)
 - Systems Analyst for Deloitte Consulting (1999)
- Twitter: schneider j



About Jive

- I cannot share this part of the deck with you.
- If you are interested in learning about Jive, go to <u>www.jivesoftware.com</u>. In particular, you should find product videos under "products" and customer success stories that really bring it to life as well.

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JIV8 Tips for building a business and your personal brand

01. Spot and articulate the problem

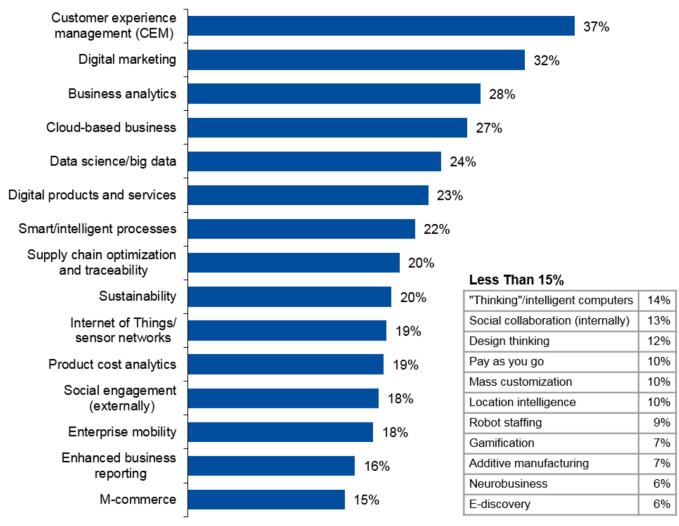
02. Learn your audience

03. Solve, Simplify, Test

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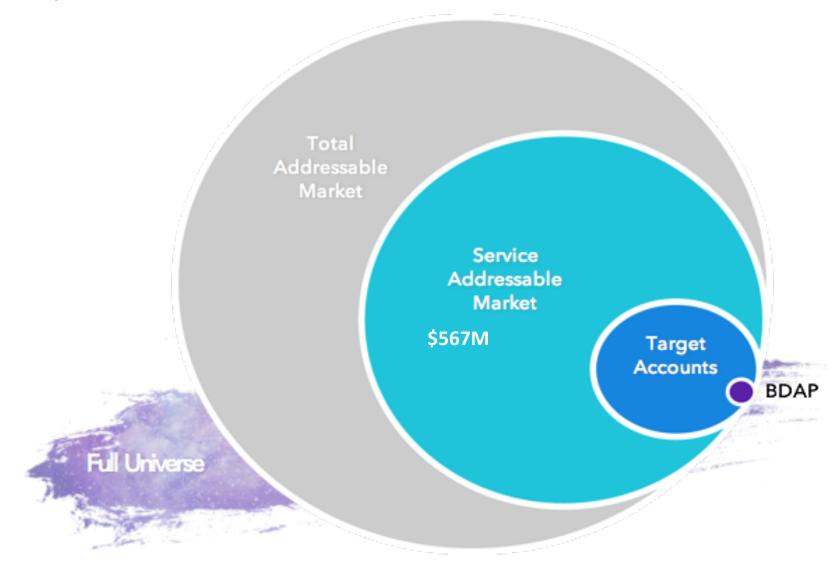
CEO Investment Plans

Figure 12. CEOs' Five-Year Investment Intention Toward a Range of Modern Technology-Enabled Capabilities



Multiple responses were allowed.

You've found the problem, but how much is it worth?



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Enterprise | IT Executive



"My role has changed to a strategic advisor because of the digital transformation. The C-Suite and LOB leadership expects me to help them better innovate and differentiate, yet I have increased pressure to guarantee information security and drive operating efficiency."

CIO/IT Director Male, ages 45-55 with CS degree and ops background.

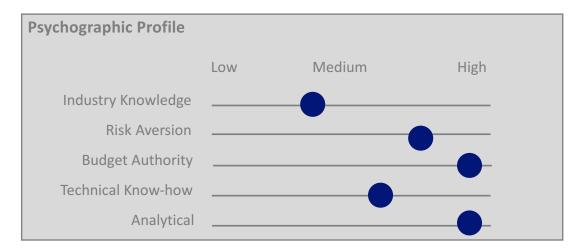
Buying Lens

"My responsibility is to deliver solutions to the business that enable innovation and nimble execution in our competitive space. Maintaining my existing infrastructure takes too much of my time and budget. I build my strategic IT investment roadmap based on market leading solutions that give my business an edge, but also meet our IT standards for security and ease of operation. I'm aware of Enterprise Social Collaboration, but don't really see it as more than a feature added to my intranet. LOB leaders are asking for solutions that help us behave like high growth new economy companies, so I'm passively studying ESNs. I've activated my team in a pre-discovery to capture requirements and help identify relevant players before contacting sales reps to learn more."

Top Influencers: Peers | His team | Analysts | Online vendor collateral | Search engines | Tradeshows | Social media | Demos/Trials | Webinars

Key Technology Transitions: IT as a Service | Cloud | Big Data & Analytics | Mobile & Social Technology

Priorities	Responds to
Set vision for the digital transformation and maintain strategic vendor relationships.	Vendors that continuously invest in innovation and demonstrate thought leadership.
Delivers business-aligned solutions.	Maps corporate growth goals to technology that impacts both top and bottom line.
Make IT as a Service reality.	Seeks platforms that modernize infrastructure and streamline ops.



Packaging Basics



A high value product that most customers "must have"

Customers will buy leaders anyway, so don't include too many in the bundle



Medium value products that most customers find "nice to have"

Customers transfer excess willingness to pay from high value to medium value items



Products which, if included, many customers find "unacceptable" in a bundle

The discount would have to be so high that the bundle doesn't make sense



Grow

Buyer sees firsthand the impact of live, and decides to expand or renew

- · Meet with IT Team to review which solutions could further improve their business and use cases
 - What is the budget for new platform?
- · Review if the ROI and KPIs were achieved in launch
- Reach back out to live Sales Team
- Review available and desired products
- Receives an informational presentation and demo, and
- Decides on the new product, finalize the contract, and begin to implement the product
- Validate ROI of system (health check)

Buyer works with Jive to Implementation implement their solution

- Final contract negotiations take place
- Steps for successful adoptions (Professional Services)
- Plan: Buyer identifies specific overall goal, final use cases
- Build: Works with PS team to have platform formed
- Launch: IT and business staff are educated on platform
- Manage: Takes note of anything that needs to be fixed or changed
- Attain desired software quality
- End-user testing and validation of implementation
- Launch and Go-Live

Decision

The buyer chooses

their solution

- . Has a very short list of vendors that fill business problems, are within the price range, and fit their stack and skills of their team
- Purchasing triggers (PwC):
 - System functionality
 - Demonstrated functionality, general usability
 - IT complexity
 - Ease of implementation, ease of integration, and upgrade
 - Vendor performance
 - Strength of industry customer base, reference checks
 - CIO will reach out for refemals from personal and vendor network
 - Cost/Investment Required
 - Total cost-startup, recurring cost, maintenance costs
 - Total FTE's needed to admin
- Once a decision has been made, a contract is created

Unaware

IT executives are constantly looking for the next big thing

- Constantly keeping up to date with the latest industry trends from email subscriptions, social, etc.
- Looking for industry thought leadership and peer recommendations to influence "what's next"
- If they see a trend, they will mark it down for further review.

Identify

Aware of need for an Interactive Intranet

- "75% of inquiries for intranet replacement are reactive" Gartner
- Top Business problems IT executive want to solve (Gartner):
 - Employee Productivity
 - Project Coordination
 - Information Management
 - Innovation
- Value Drivers (Always on the CIO's mind during decision making)
 - ROI is always on their mind
 - Minimizing Total Cost of Ownership (TCD)

IT Buying Personas

Characteristics

- Owns budget for IT spend decisions
- Needs to align with the business and the executive board

Critical influencers to the CIO

make the live sell

Key concerns must be addressed to

Appear in the evaluation process

Can influence stakeholders and

delay purchasing decisions









CIO AT





IT Business Analyst

VP Infrastructure & Operations

Procurement

Develop a Request for Information (RFI) for all

Find out specifically (from Sales) how platform will

Potential buyers get their questions answered

Research

Begin to look at potential answers

- · Talks begin with current vendors for advice, will also reach out to personal network
- Do we upgrade our current platform? Build something in house? Wait for a more apparent need?

IT Buyer's Journey

- Assigns IT Researcher to investigate business needs.
 - Business case starts here
- CIO asks for a rough budget that could be allocated to this project.
 - Could be captured in the annual budget the year before
 - Could become a special request
- · An internal presentation by the IT Team to the IT leadership is given

Consideration

Deeper look at generic offerings from vendors

- KPIs are established
- Tech requirements are established
- Key business stakeholders present in front of IT council with an established business case and ROI
- Don't go any further without an idea of how to fund project
- Team starts to look at:
- Who's doing what?
- What's doing it for what reason? Who looks like ma?
- What does success look like?
- Experience an everylew of the business value from * The list of potential vendors is shortened

Develop request for proposal (RFP)

Analyze RFI responses from vendors

Follow up conversations

POC: Sales Team

- Ask for demos and deep dive workshops
- Get presented specific scenarios and business cases
- Get shown concrete use cases
- The final presented projects are investigated from broader business

Able to differentiate between platforms and their capabilities

Vendors that don't fit into price range are eliminated

- IT will begin to engage with other LOB's (MR, Corp Comms, etc.)
- · Able to specifically see product and receive demo's

Evaluate

Analyze and review specific vendor plan Discover

potential vendors

Impact business process

This is where the initial talks begin

IT starts searching for more funds

Starts initial contact with vendor list



Thank you.

