

Corporate Memory And the Connected Digital Workplace

jive



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About me...



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

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About me...



About Jive

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

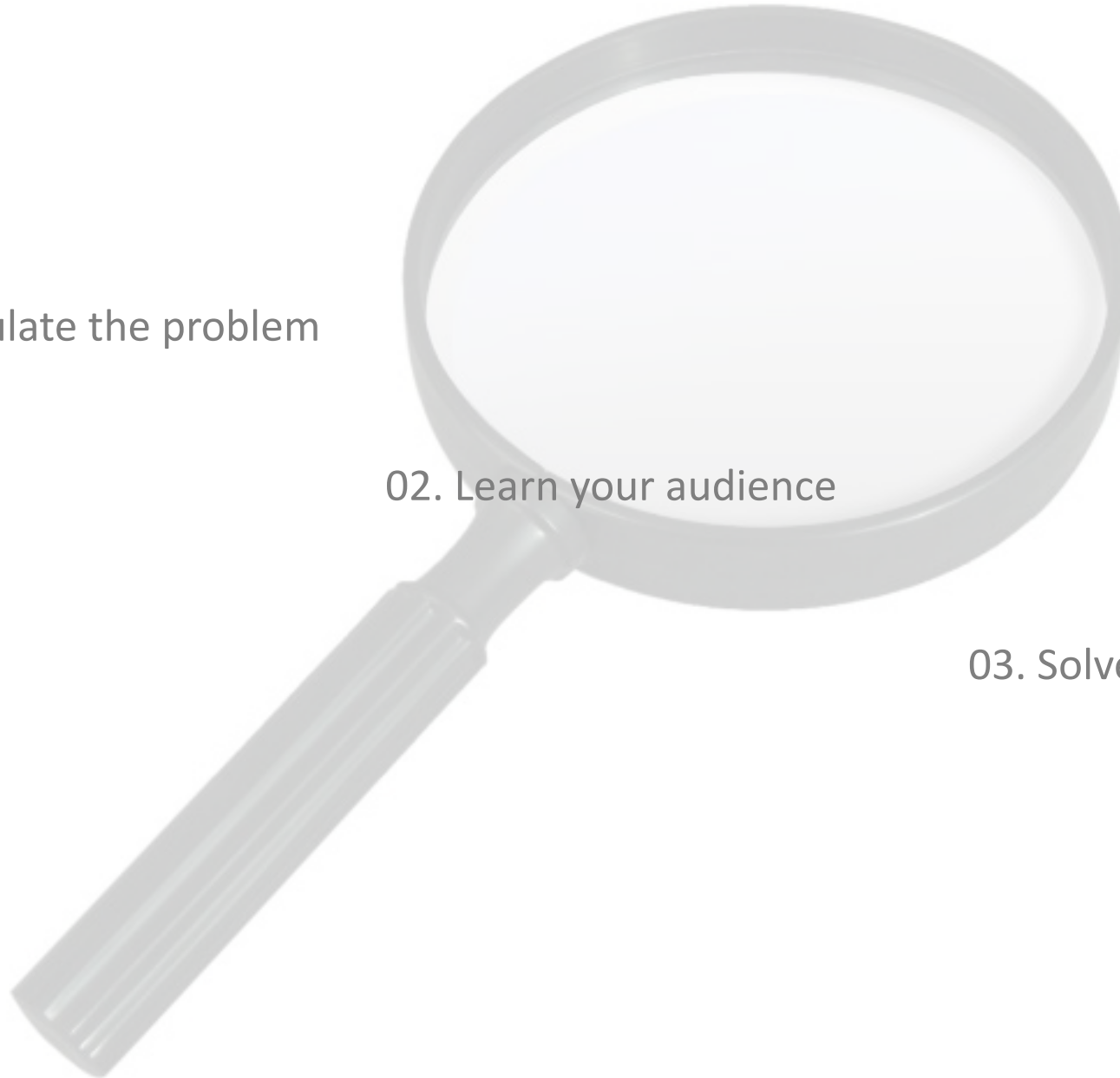
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Tips for building a business and your personal brand

01. Spot and articulate the problem

02. Learn your audience

03. Solve, Simplify, Test



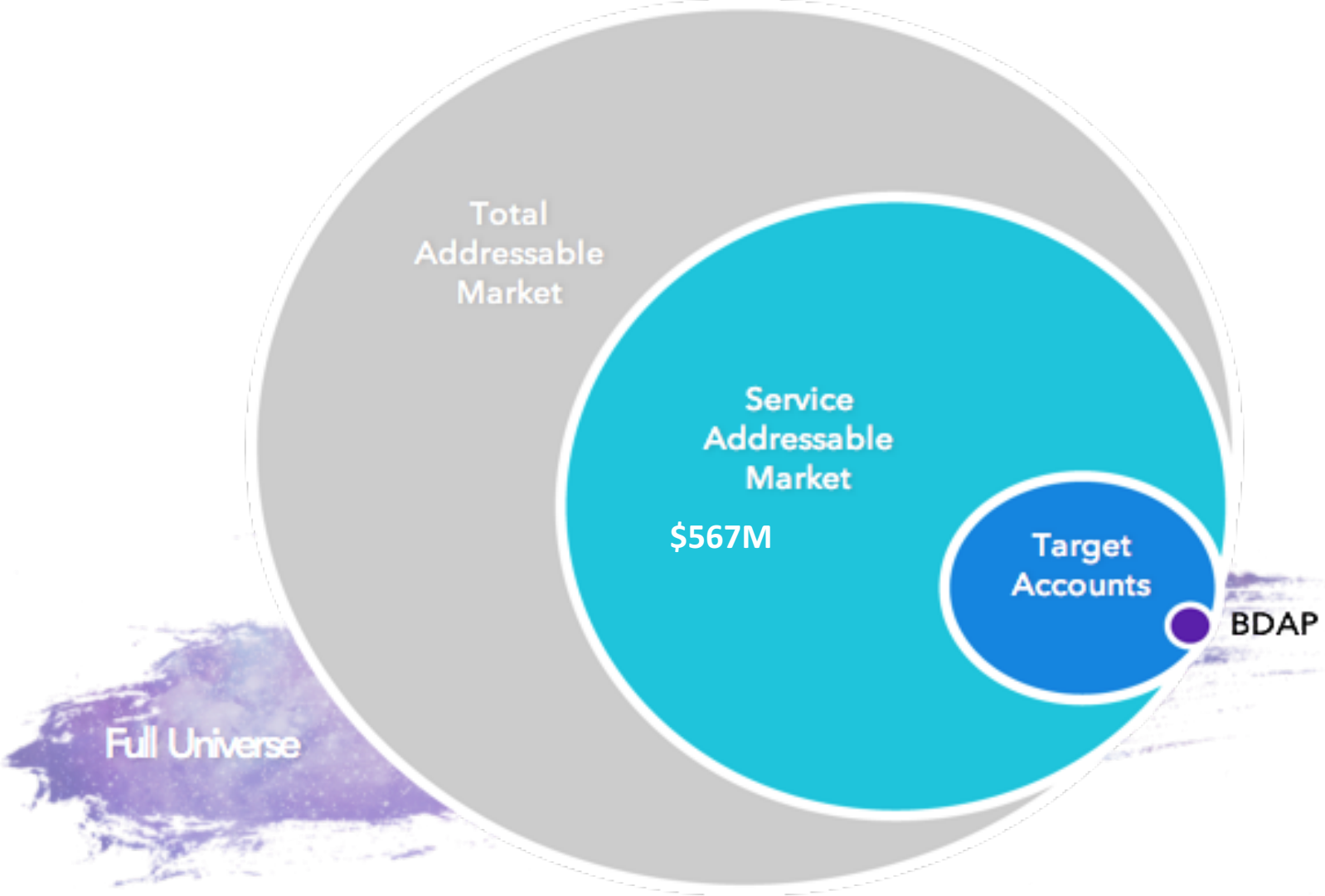
CEO Investment Plans

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?



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

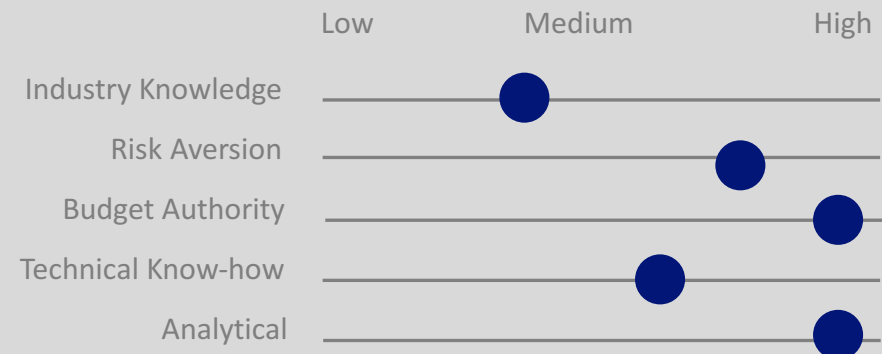
“My responsibility is to deliver solutions to the business that enable innovation and nimble execution in our competitive space. Maintaining my existing infrastructure takes too much of my time and budget. I build my strategic IT investment roadmap based on market leading solutions that give my business 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.

Psychographic Profile



Packaging Basics



... a “leader” product

Big Mac™

A high value product that most customers “must have”

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



... “filler” product(s)

Coke & Fries

Medium value products that most customers find “nice to have”

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

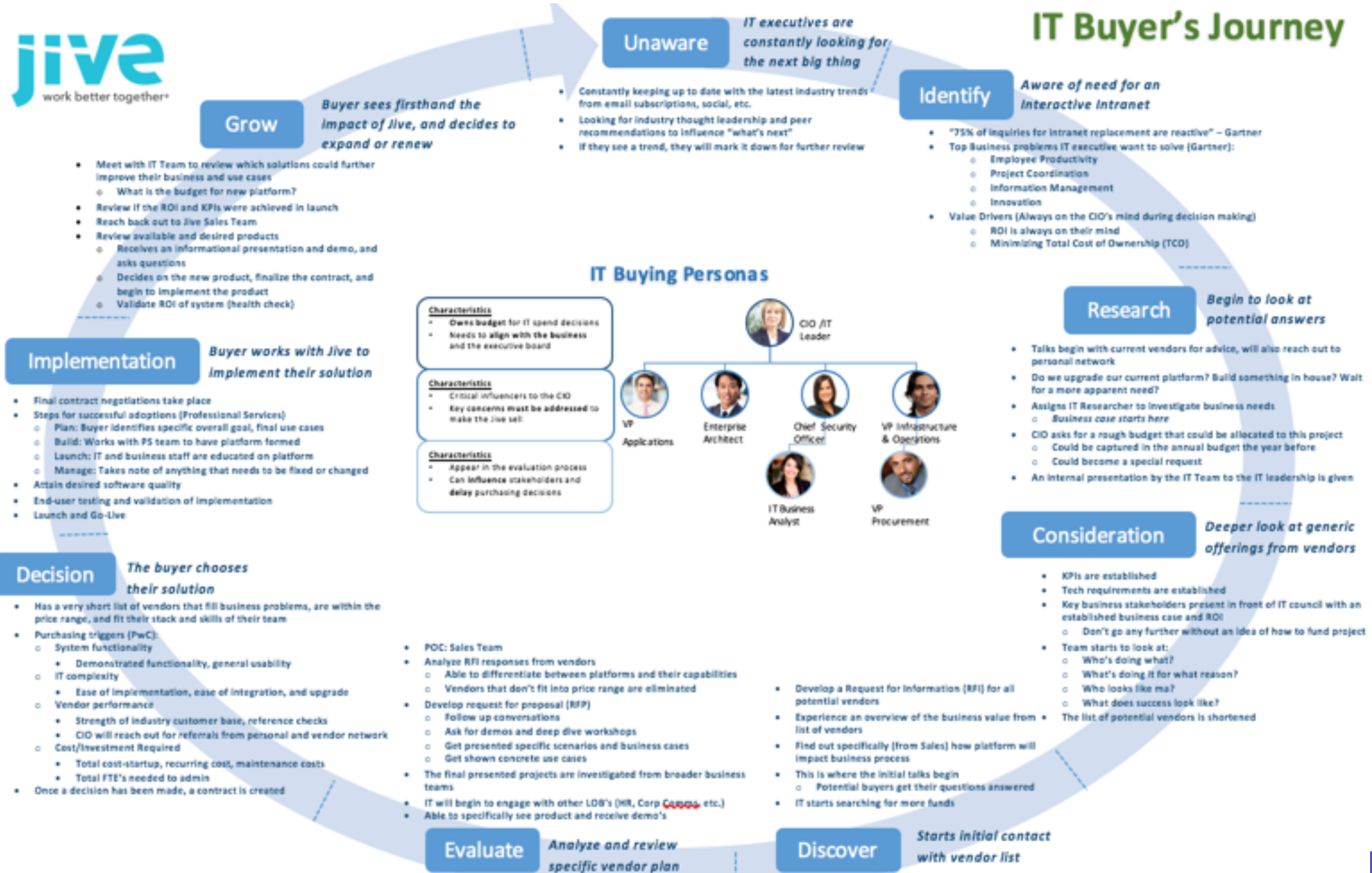


... NO “killer” product(s)

Coffee

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



IT Buying Personas



Building your personal brand

- Make smart decisions
- Bring people along with you
- Minimize insularity
- Be an energizer
- Serendipity trumps brute force just about every time

Thank you.

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