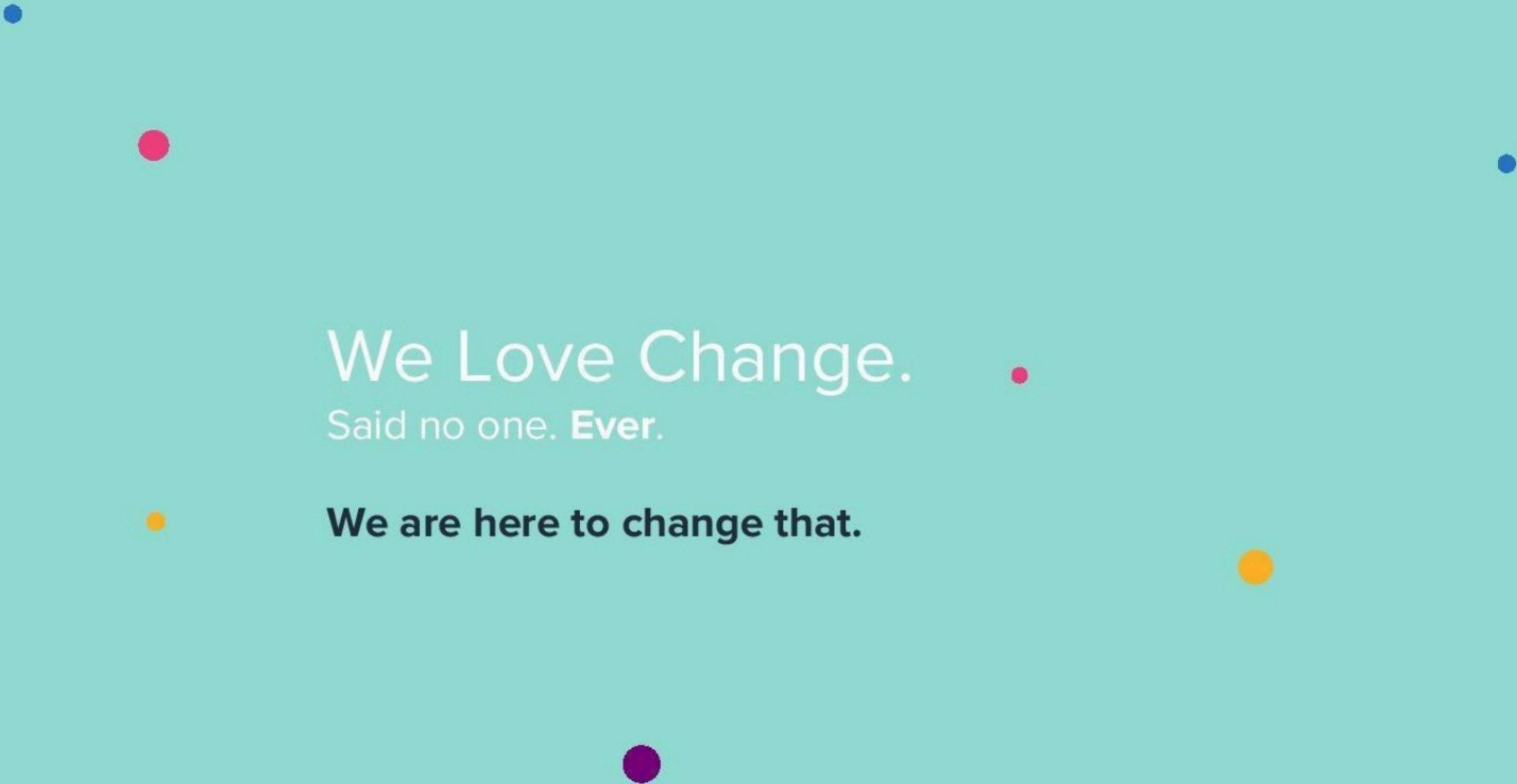# Ardoq Introduction

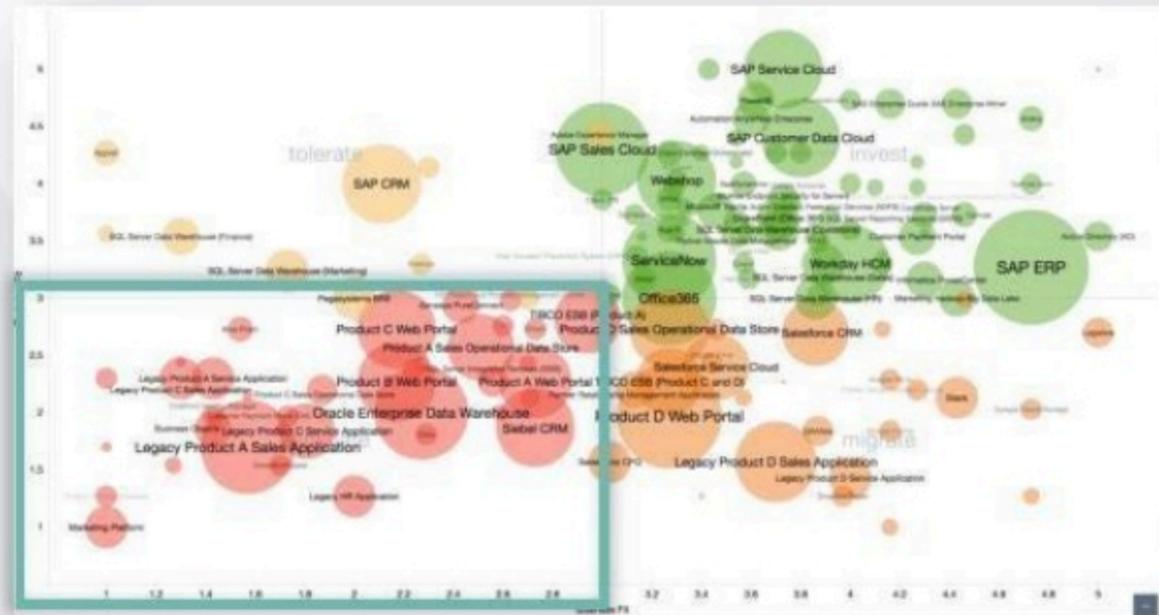**Erik Bakstad**

Co-Founder & CEO

We Love Change.
Said no one. **Ever**.
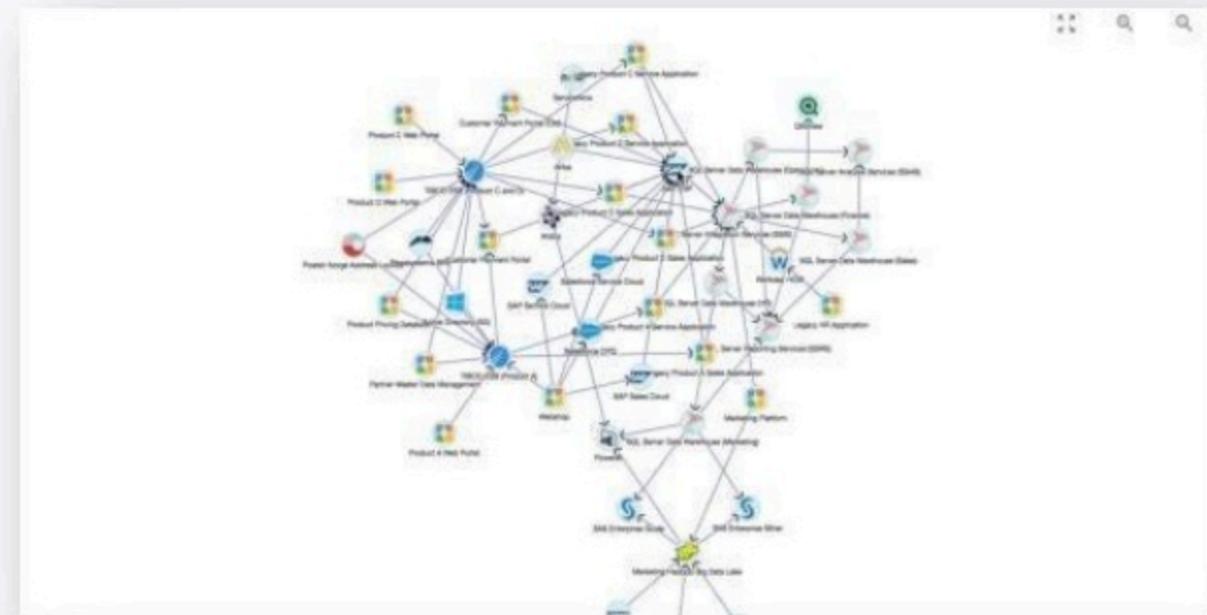
We are here to change that.

The SaaS Platform to Navigate Digital Transformation

*"We could save over **$10 million** in the first year through rationalization. Easily."*

- Fortune 100, Cable and Entertainment Company

Identify rationalization candidates

Analyze impact of change

Example Use Case: Ardoq shortens time to value in Application Portfolio Optimization

Traditional approach w. consultants

Manually combine 1000s of excels and survey data

Map dependencies in ppt, profile and score applications

Excel analysis to find rationalization potential

~5 months
To identify candidates for rationalization

Ardoq

Automated data collection

Processing in Ardoq Engine

Instant recommendations

~3 weeks
To identify candidates for rationalization

Automated data augmentation
Crowdsource qualitative data through surveys, automatically identify data quality issues
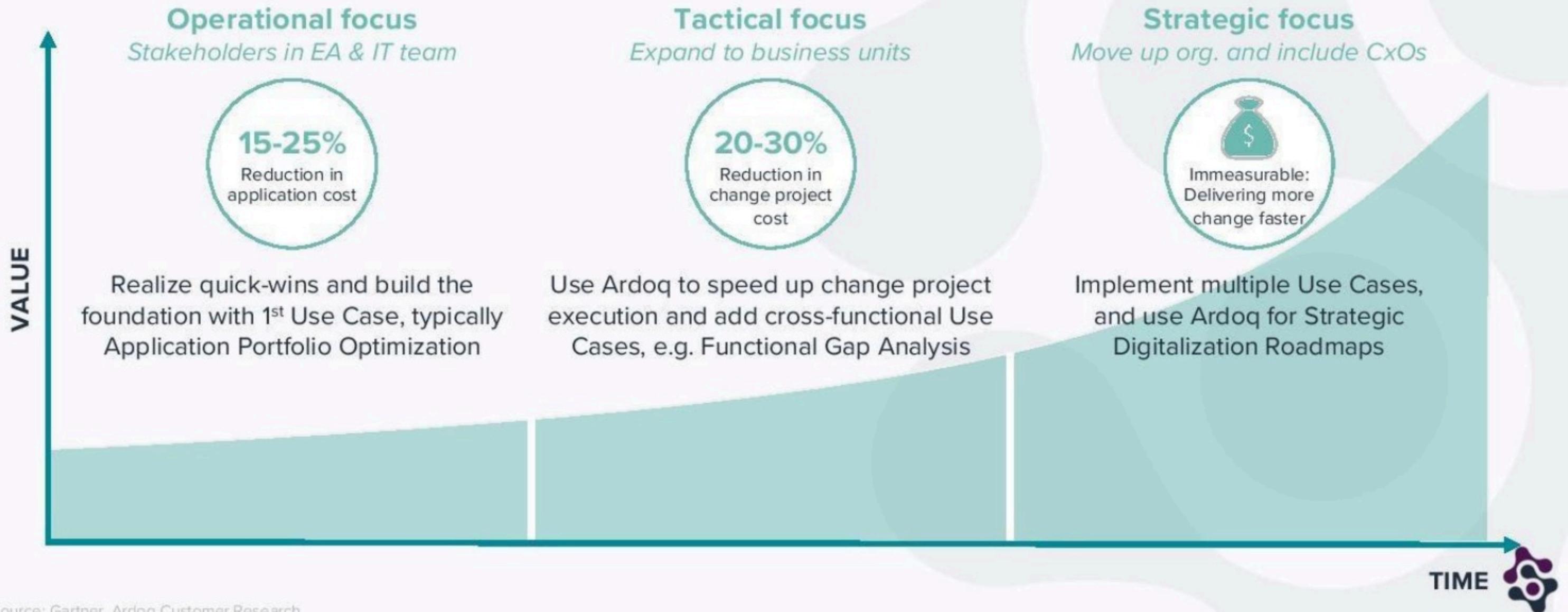
Business case

Experience shows that a mid-sized company can save **~$0.5-1M annually** in application portfolio cost[1] and **~$400K** from a more effective analysis process[2]

Ardoq's Use Case Journey engages stakeholders across org. - Land and expand customers

Operational focus
Stakeholders in EA & IT team

15-25%
Reduction in application cost

Realize quick-wins and build the foundation with 1st Use Case, typically Application Portfolio Optimization

Tactical focus
Expand to business units

20-30%
Reduction in change project cost

Use Ardoq to speed up change project execution and add cross-functional Use Cases, e.g. Functional Gap Analysis

Strategic focus
Move up org. and include CxOs

Immeasurable: Delivering more change faster

Implement multiple Use Cases, and use Ardoq for Strategic Digitalization Roadmaps

VALUE

TIME

Source: Gartner, Ardoq Customer Research

The strong value proposition is proved by our global blue chip customer portfolio...

North America	UK
102% ARR growth	**172% ARR growth**
LTM	LTM

Customer logos redacted

Nordic **37%**

Europe **27%**

USA **25%**

RoW **11%**

% of ARR as of Q3 2021

...and impressive customer feedback
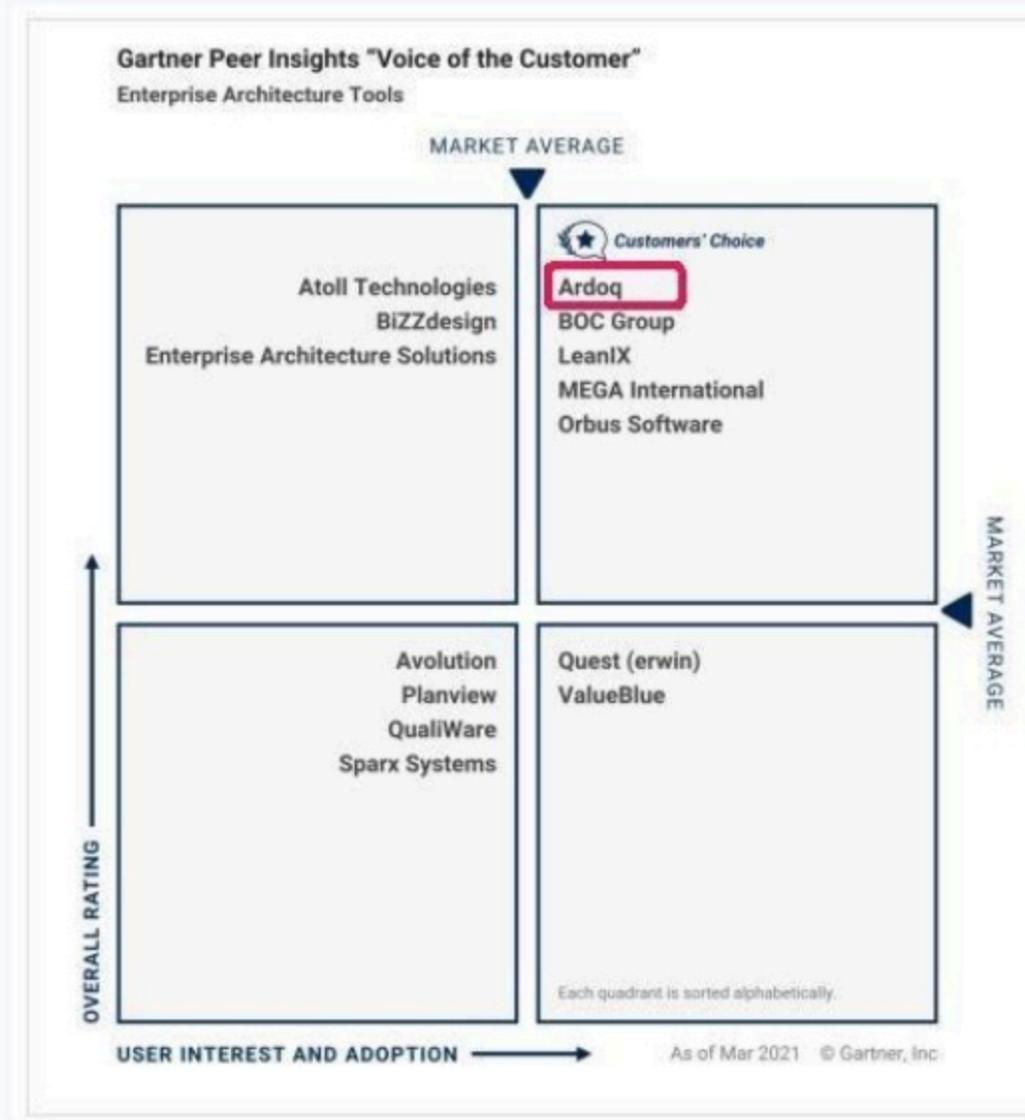
The EA-tools market is fragmented

the new leaders will be **digital native platforms** with a **SaaS business model** and **data driven approach**

As of September 2021 © Gartner, Inc
Gartner
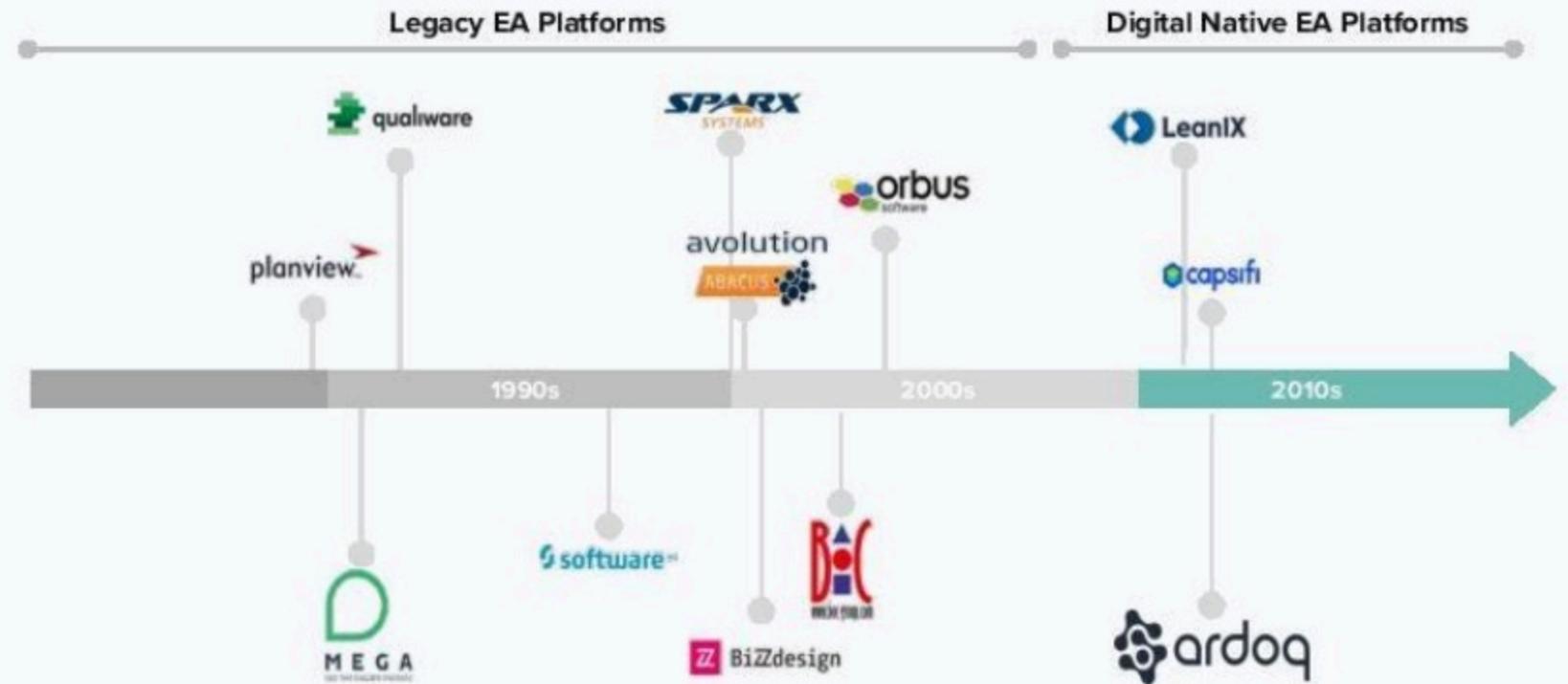
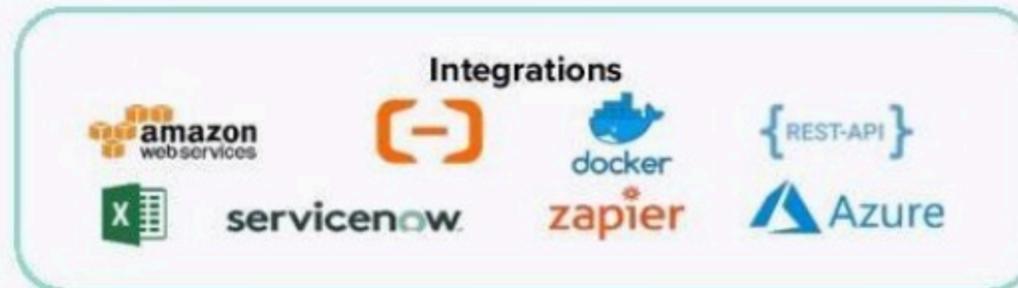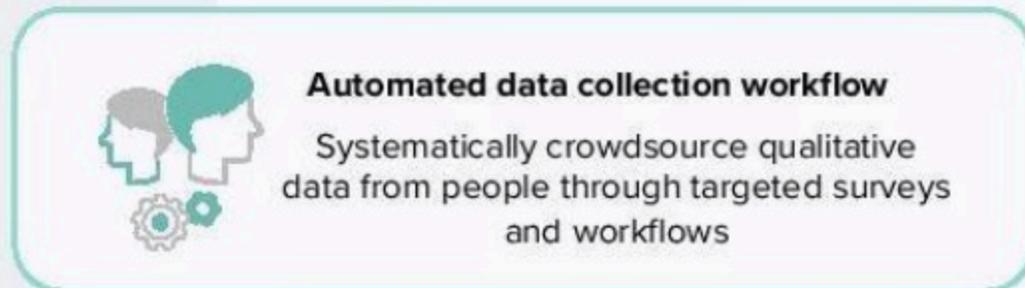# Our tech platform is unparalleled and the key differentiator

| Partner offerings | Application Portfolio Management | Business Capability Mapping | Strategic Planning & Execution | Integration Portfolio Management | Infrastructure & cloud Management |

Ardoq Intelligence Graph

| Add-on module: Insights generator | Add-on module: Engagement Platform | Add-on module: Scenarios | Add-on module: ... | Add-on module: ... |

Automated data collection workflow
Systematically crowdsource qualitative data from people through targeted surveys and workflows

Integrations
amazon web services
docker
{ REST-API }
servicenow
zapier
Azure

Quick to value with **ready-to-go use cases** or Partner offerings

Ultra-flexible platform built on **graph database**

Extra functionality through **add-on modules**

Always up-to-date view of org. through extensive integrations and **automated data collection workflow**

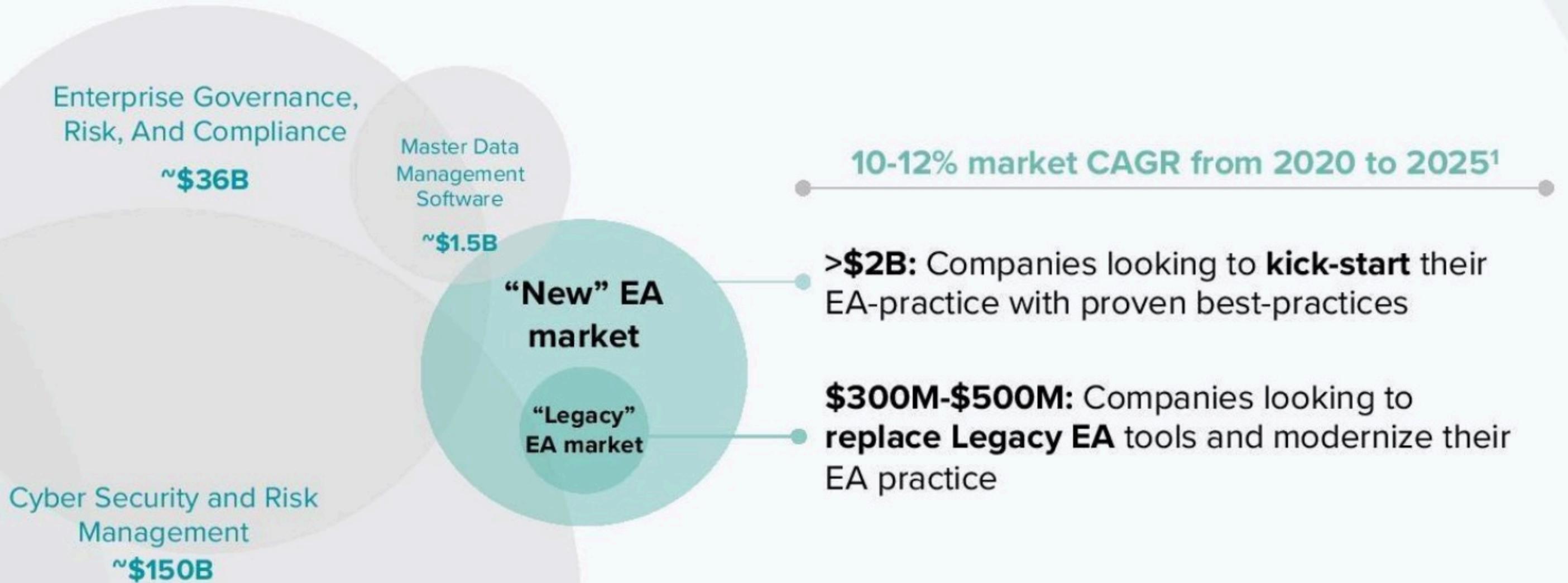# Ardoq is recognised as a leading platform in the market

Forrester Wave: Enterprise Architecture
Management Suites (March 2021)
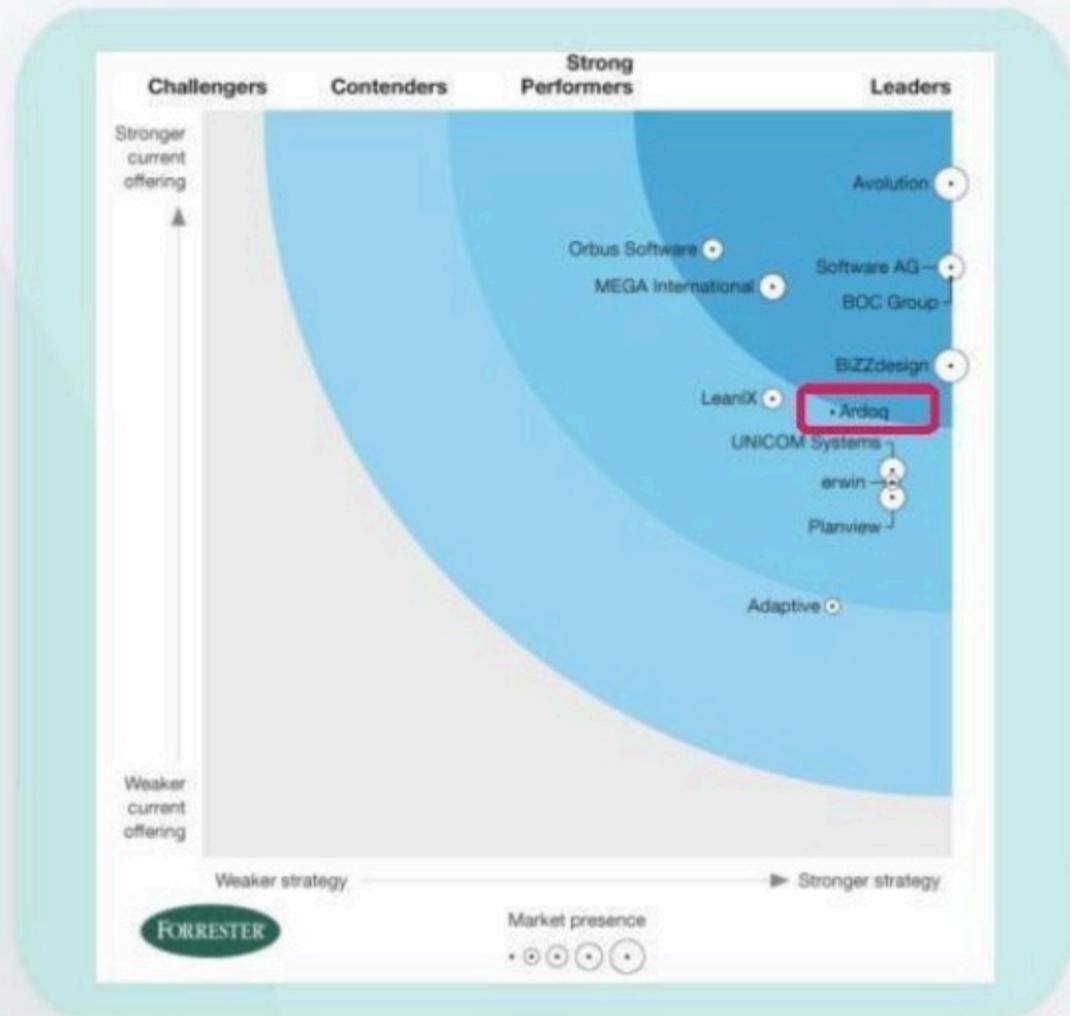
Gartner: Magic Quadrant for Enterprise Architecture
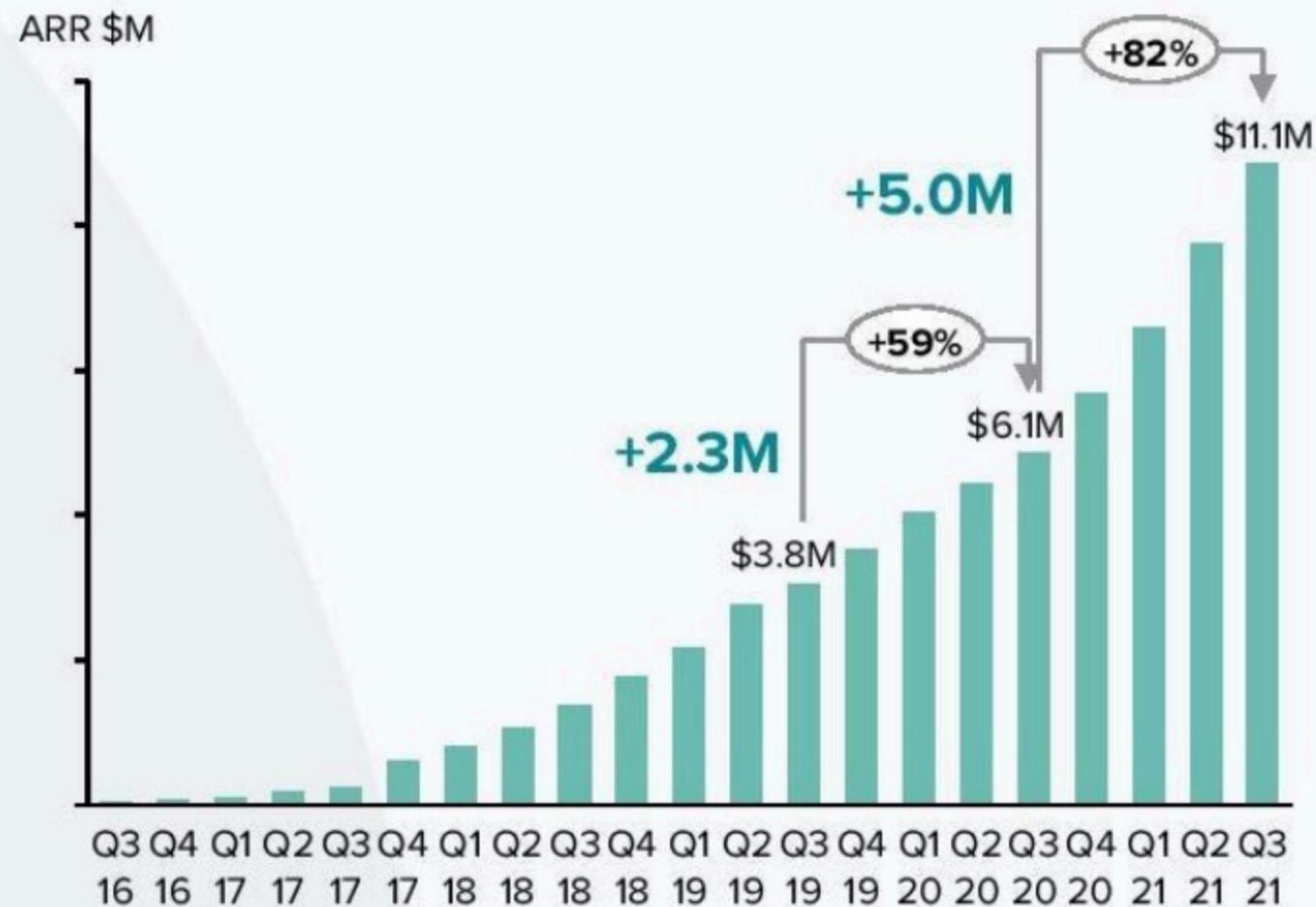Tools (November 2021)

Enterprise Architecture is no longer niche: Strong market growth and attractive adjacencies

Enterprise Governance, Risk, And Compliance
~$36B

Master Data Management Software
~$1.5B

"New" EA market

"Legacy" EA market

Cyber Security and Risk Management
~$150B

10-12% market CAGR from 2020 to 2025[1]

>$2B: Companies looking to **kick-start** their EA-practice with proven best-practices

$300M-$500M: Companies looking to **replace Legacy EA** tools and modernize their EA practice

Ardoq demonstrates accelerating ARR growth...

...And top-tier SaaS Metrics

Q3 21 Highlights

ARR $M

+82%

+5.0M

$11.1M

+59%

+2.3M

$6.1M

$3.8M

| Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 |
| 16 | 16 | 17 | 17 | 17 | 17 | 18 | 18 | 18 | 18 | 19 | 19 | 19 | 19 | 20 | 20 | 20 | 20 | 21 | 21 | 21 |

⭐ **82%** ARR Growth YoY

⭐ **5.5X** LTV/CAC

⭐ **83%** Gross margin YTD

1) Excl. deals through Partner Channel

ardoq

We aspire to be the
global benchmark
for profitable transformation

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