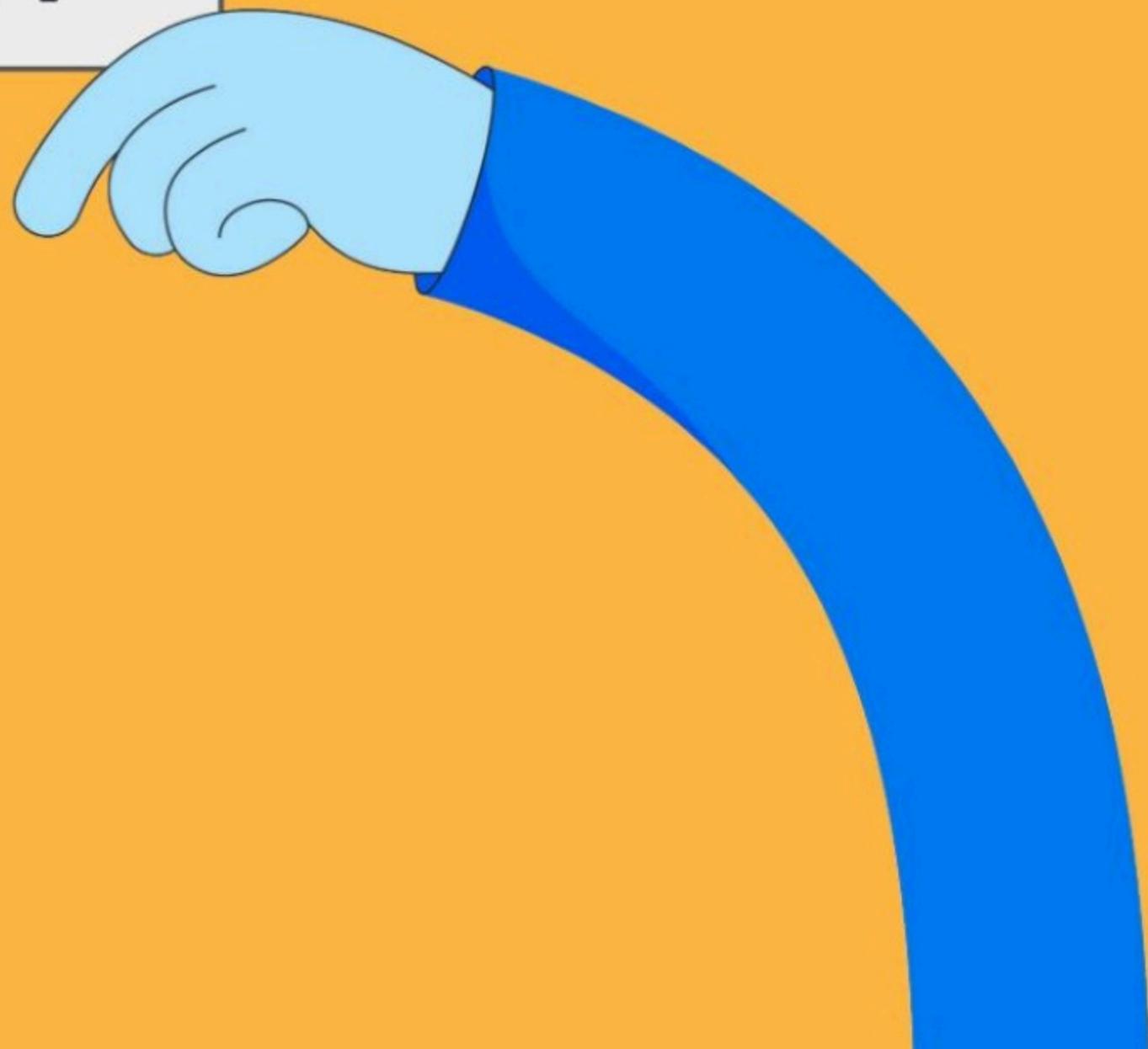


# Demostack

April 2022

## Overview



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# How do you demo today?

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## Production environment

- Sensitive data
- Fake accounts need to be filled
- Impossible to showcase upcoming features
- Access control issues

## Home-grown demo environment

- Reliance on R&D
- Lack of urgency with no owner
- Data is a chore
- Access control issues



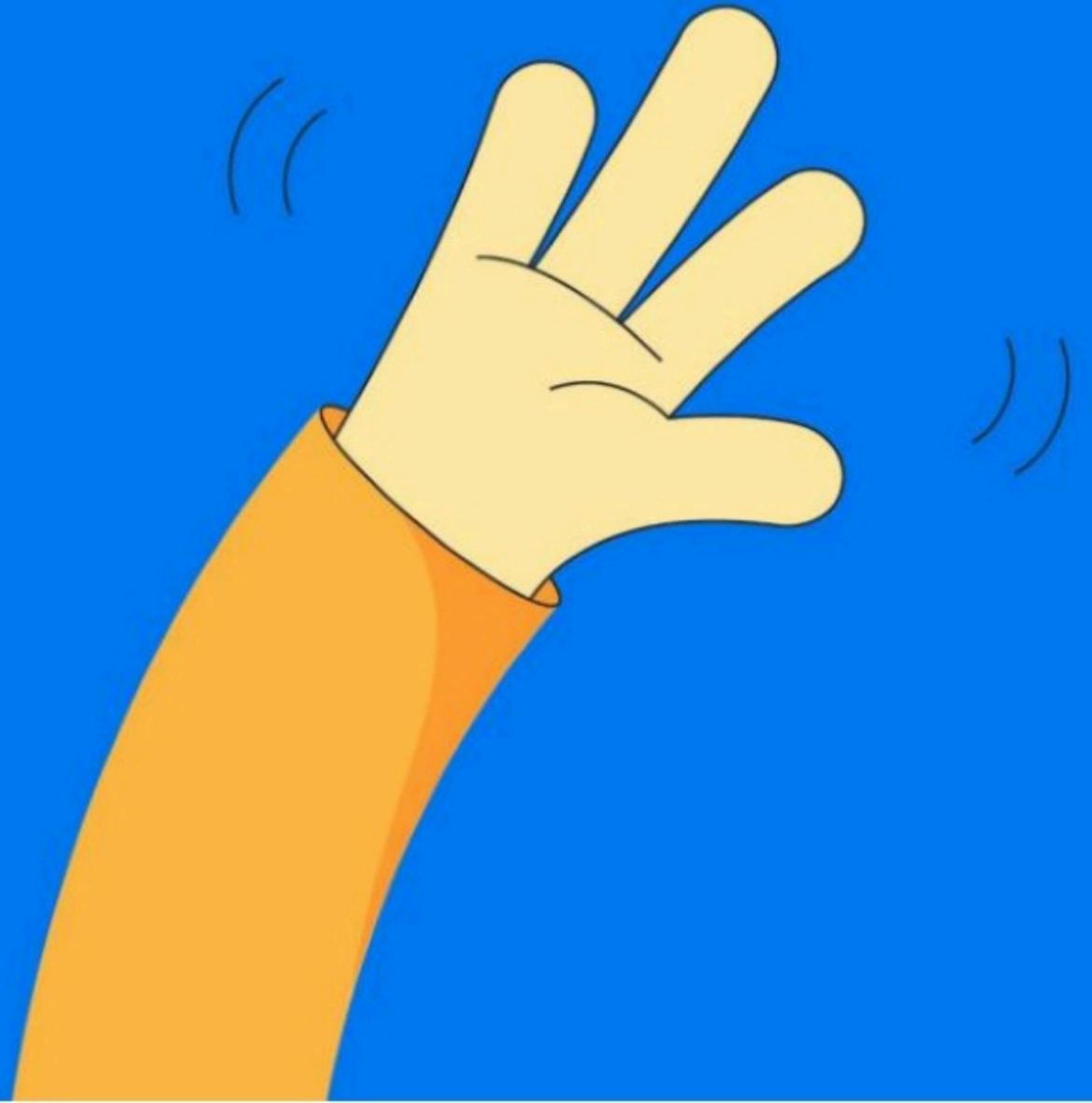
# Ideal solution: A version of your product built for showcasing

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- Looks and feels real
- No backend complexity
- Easily editable and customizable
- Always on
- Sales-owned; no reliance on R&D



Showcase your product  
in the best light,  
without the hassle



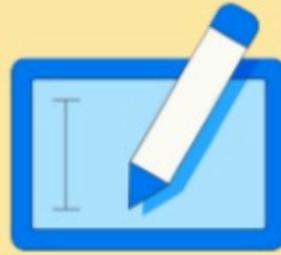
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# Product overview

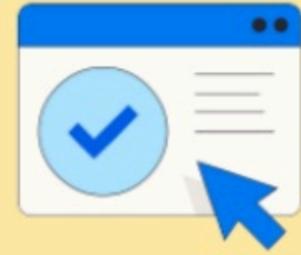
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**Spin up a demo  
environment in minutes**



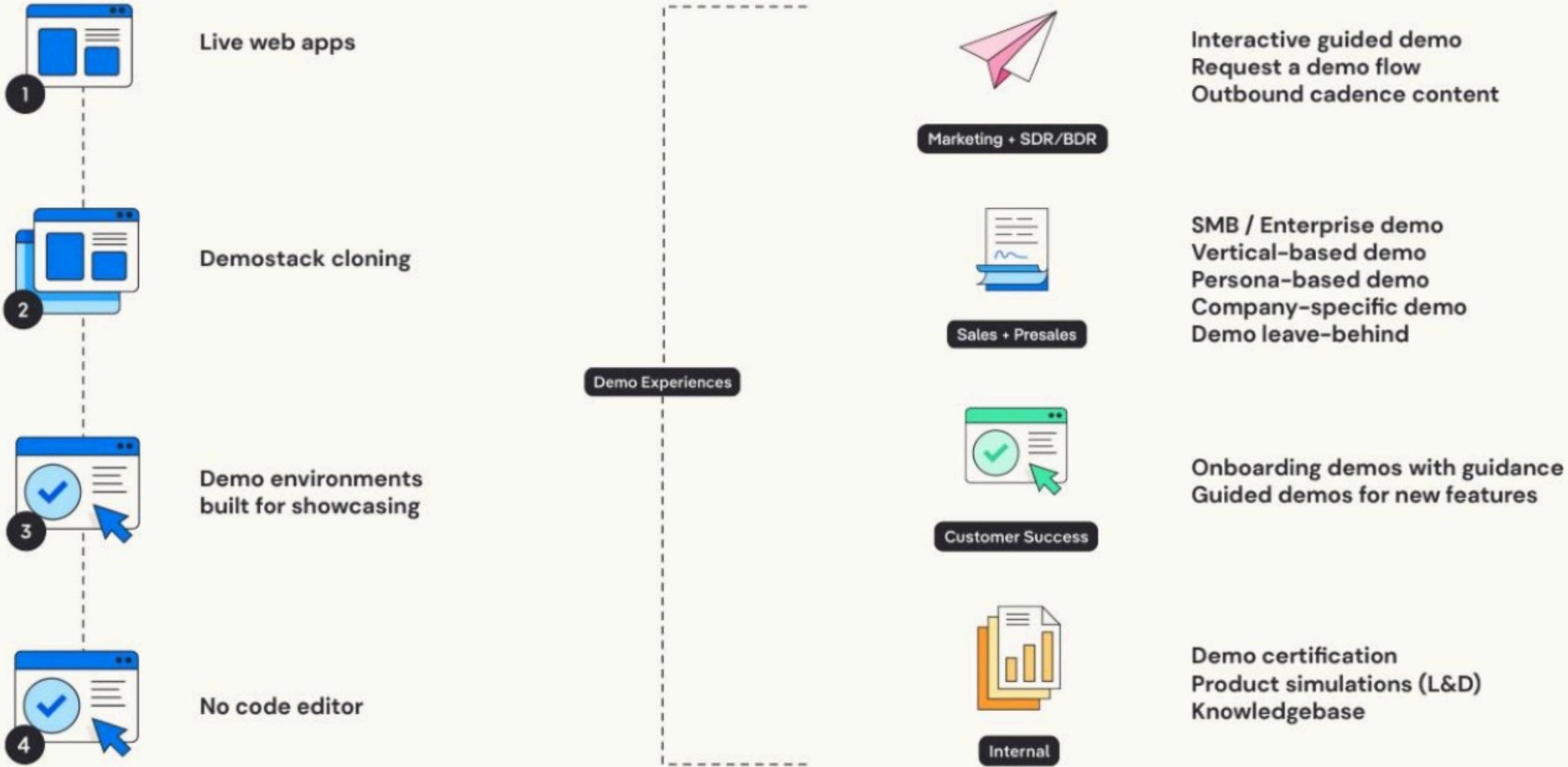
**Tailor the story  
to your buyer**



**Showcase  
and share**



# Demo experience platform



# Bridging PLG with enterprise sales

01

Get product into your customer's hands faster



02

Enable buyers to self-educate with product



03

Connect product to value with better storytelling



04

Accelerate revenue and increase win rate



# Competitive differentiation

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## **Best in class technology**

Clones full front-end experience  
in seconds

## **Fidelity**

Showcase all the bells and whistles  
of your product (tool tips, animations,  
drop downs, iFrames, etc)

## **Breadth of offering**

Live demo + leave-behind +  
guided demos address every deal stage

## **Architected for scale**

Build your demo assets from one  
source of truth, which makes updates  
and maintenance a breeze



# Customer quotes

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“We used Demostack for a multi-million dollar RFP and it allowed us to showcase the value of our product with a much stronger story in the demo. That was all the ROI we needed in one call.”

**Bryan Rowland**  
Director of Solutions Architecture



“Demostack is our dream demo environment. Before customizing our dashboards and analytics to tell a story of WalkMe's impact was impossible. With Demostack we can easily edit graphs and showcase data-driven product stories for any deal. It's a total game changer for us.”

**Matthew Bigelow**  
Sr Director of Global Revenue Enablement



# Thank You!



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