

# REPLICATED

Multi-prem software  
for the Kubernetes era.

# Leadership Team



**Grant Miller** Founder/CEO

Grant/Marc are second time founders, previously merging Look.io into LivePerson.



**Marc Campbell** Founder/CTO

Marc/Grant have nearly 10 years of operating history as CTO/CEO combo.



**Dustin Dean** Chief Revenue Officer

Former LivePerson EVP WorldWide Sales & CS (\$220m/year revenue). CRO at Elliptic.



**Mark Pundsack** Chief Product Officer

Served as Head of Product at GitLab during massive growth. Previous customer while VP of Product at CircleCI.



**Scott Stockton** VP of Sales

Former Sonatype RVP of Sales for the West. Delivered \$48.7M TCV. Grew ARR by +400%.



**Sara Dornsife** VP of Marketing

Previously held developer marketing leadership roles at Heptio, PayPal and Heroku.



**Dalia Havens** VP of Engineering

Former VPE at Netlify where she scaled the team from 20 to 70. Previously worked at GitLab as an engineering leader with Mark P.



**Dexter Horthy** VP of Solutions Eng

Early Replicated Core Engineer who grew with the org & helped to lay the foundation of our successful customer onboarding process.



**Melina Murray** VP of People

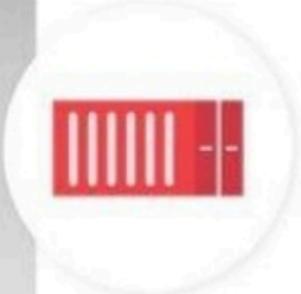
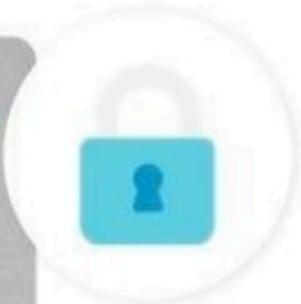
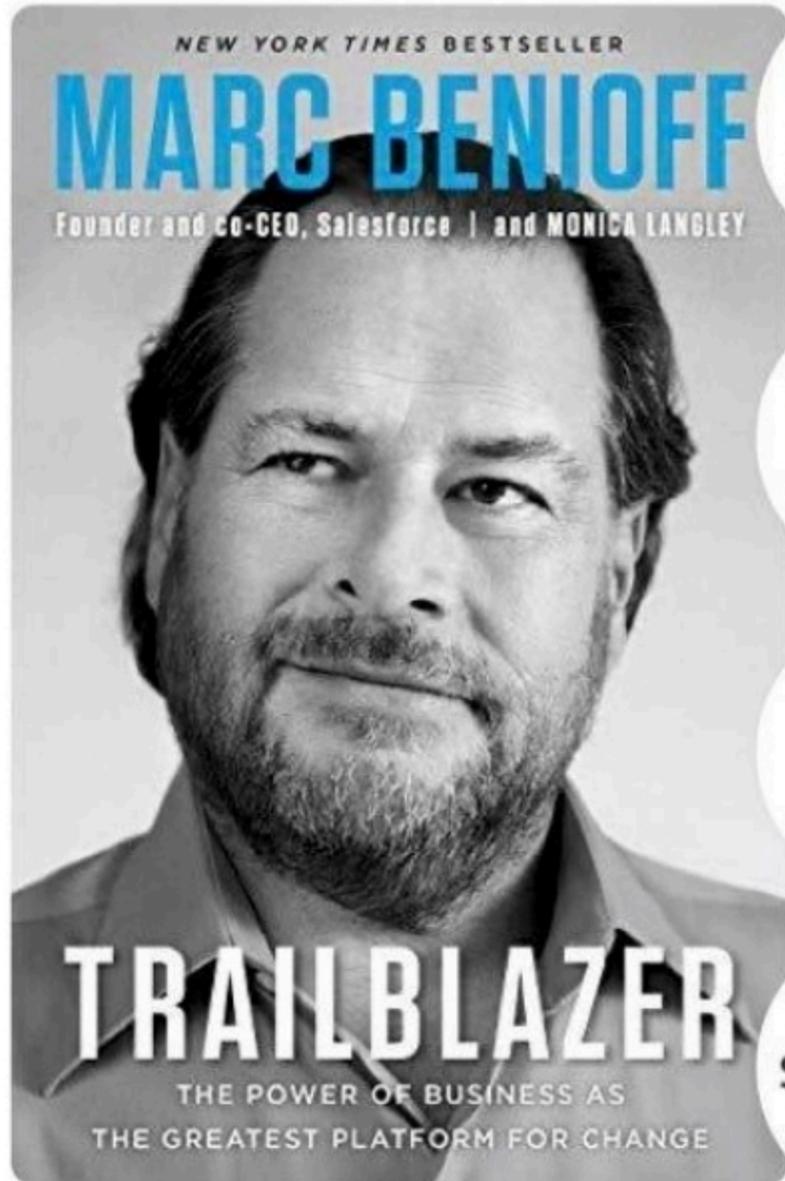
Former Global Head of People at InfluxData and Huddle. Scaled orgs from 40 to 200.

# Market Opportunity

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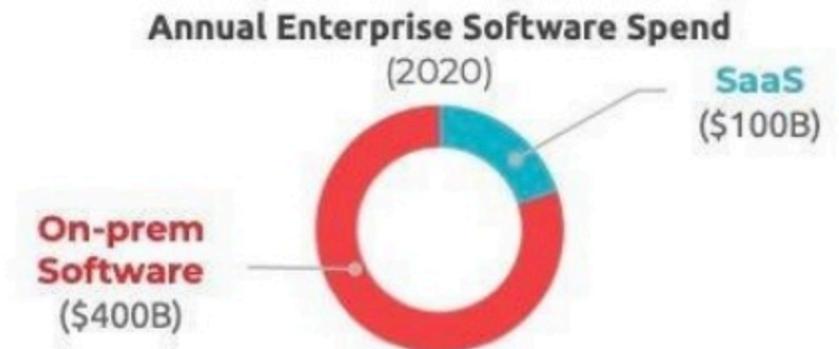
A platform shift at the foundation of enterprise software.

# Legacy On-prem Software is Dying



**\$400B/year opportunity**

- Market up for grabs!
- Everything is cloud
- Binaries & monoliths... lol
- Manual operations
- Trailblazer vs Tethics?



- Synergy Research Group

## What Benioff Got RIGHT

Many of Marc Benioff's predictions have been accurate.

- A+** Subscription Pricing
- A+** Browser-Based
- B+** Simple Installation
- C** Multi-Tenancy

## What Benioff MISSED

Marc Benioff didn't predict any of the following developments.

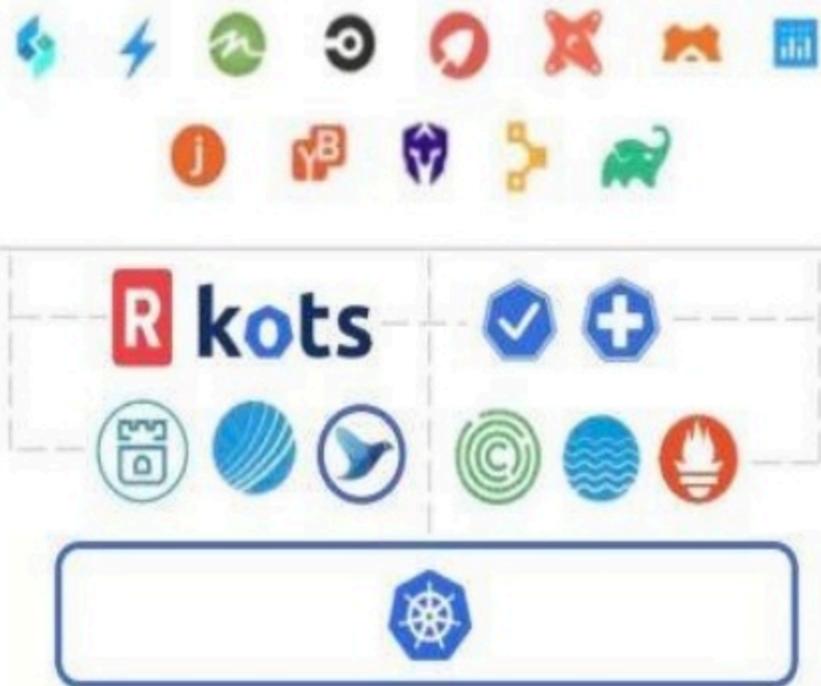
- F** Infrastructure-as-a-Service
- F** Privacy Regulations
- F** Kubernetes Ubiquity
- F** Virtual Private Clouds

What is going to kill terrible,  
hard to use, legacy on-prem  
software?

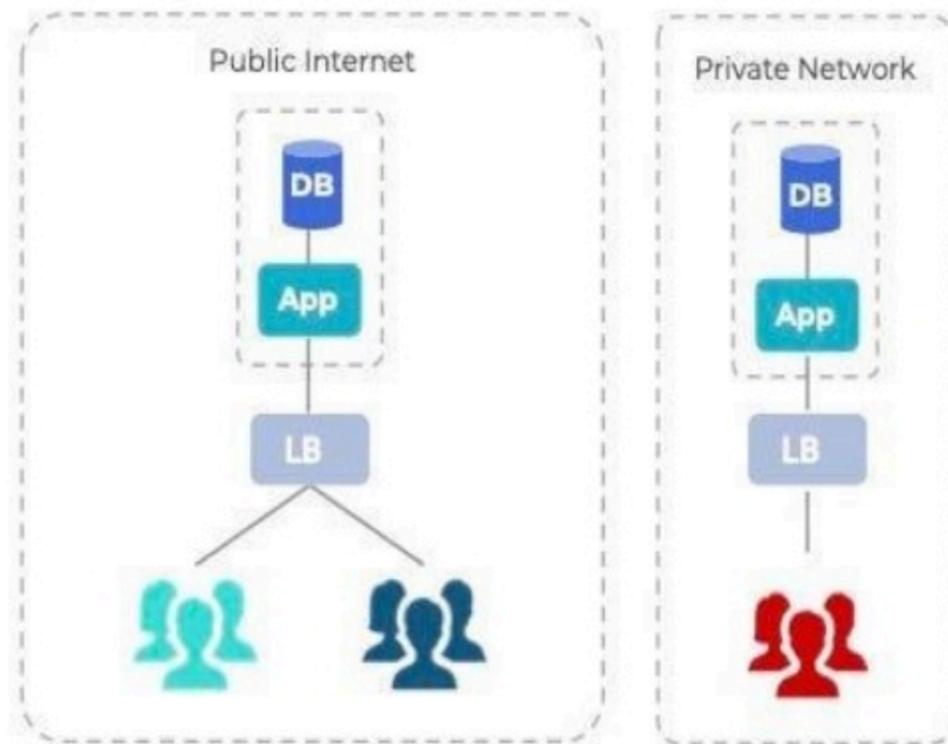
Really amazing, easy to use,  
modern on-prem software...  
**multi-prem software**

# A New Hybrid “Multi-prem” Model Emerges

## Automated Ops



## Private Instances



## Complex Environments



With machine-readable manifests that codify the operational knowledge to a ubiquitous platform, IT admins can avoid bespoke, manual ops & Enterprises can **stop sending data to apps**, & **start bringing apps to the data**.

# Compounded by Additional Trends

## Trends

Enterprise Software Needs



More software vendors  
(software eats the enterprise)

Enterprise Security Requirements



Higher bar for security

Software Openness & Portability



Availability of reusable OSS components & frameworks

Software Automation



Software is highly automated  
(self-healing)

## Outcomes

### Overall Outcome

Direct implications for SaaS & traditional on-prem software delivery & management

# Every Software Vendor Needs **Replicated**

## Open Core Software

HashiCorp sysdig dbt Gradle  
YugaByte puppet DataStax CloudBees.

## On-prem Software

tripwire UiPath  
SWIMLANE jama software

## Software as a Service

circleci Armorblox Labelbox  
wickr bugsnag snyk  
S&P Global



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# Product & Adoption

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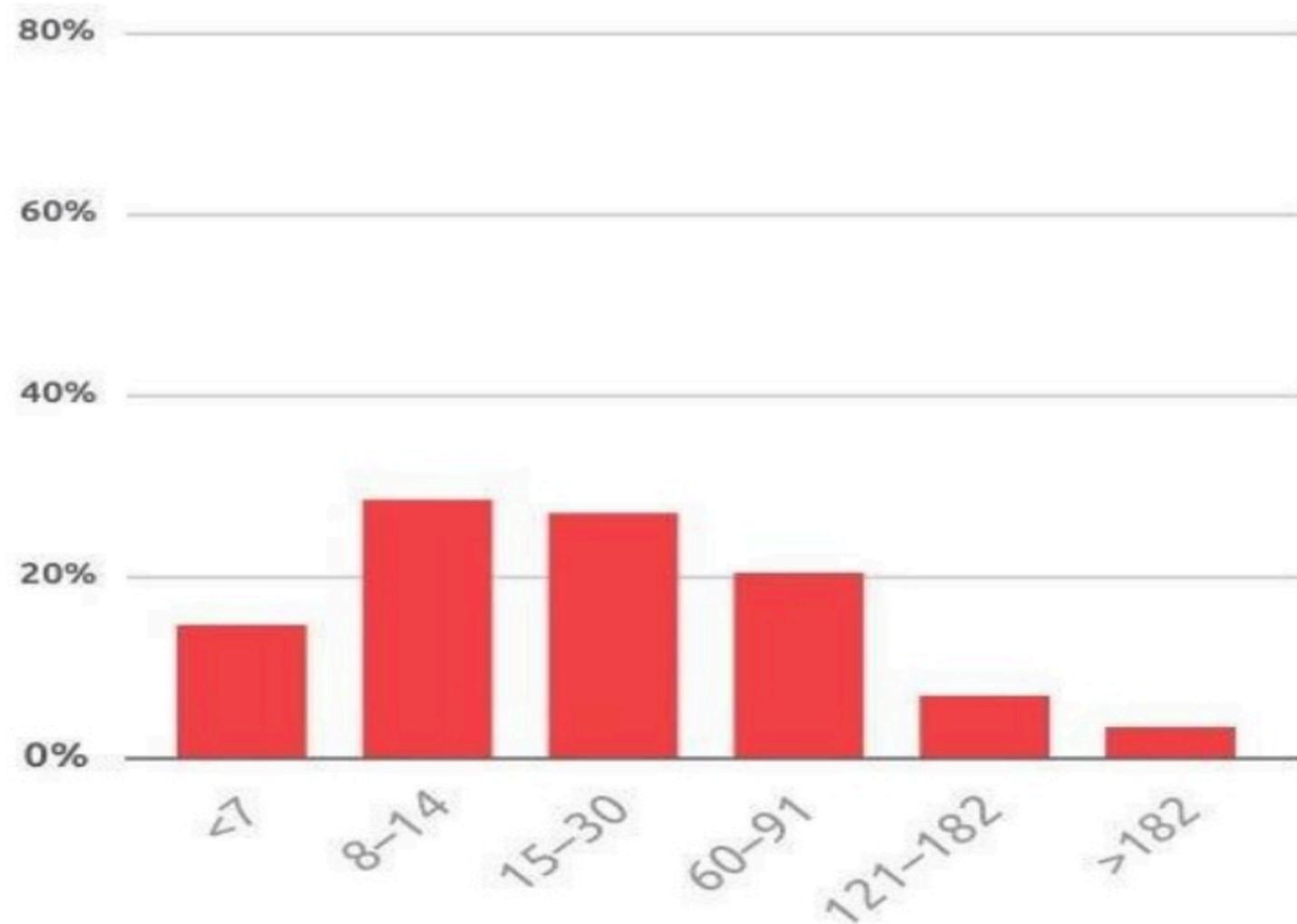
Operationalizing K8s-based app  
delivery & management

# Replicated Customers Install 4x Faster

Days to Install and Configure in Customer Environment

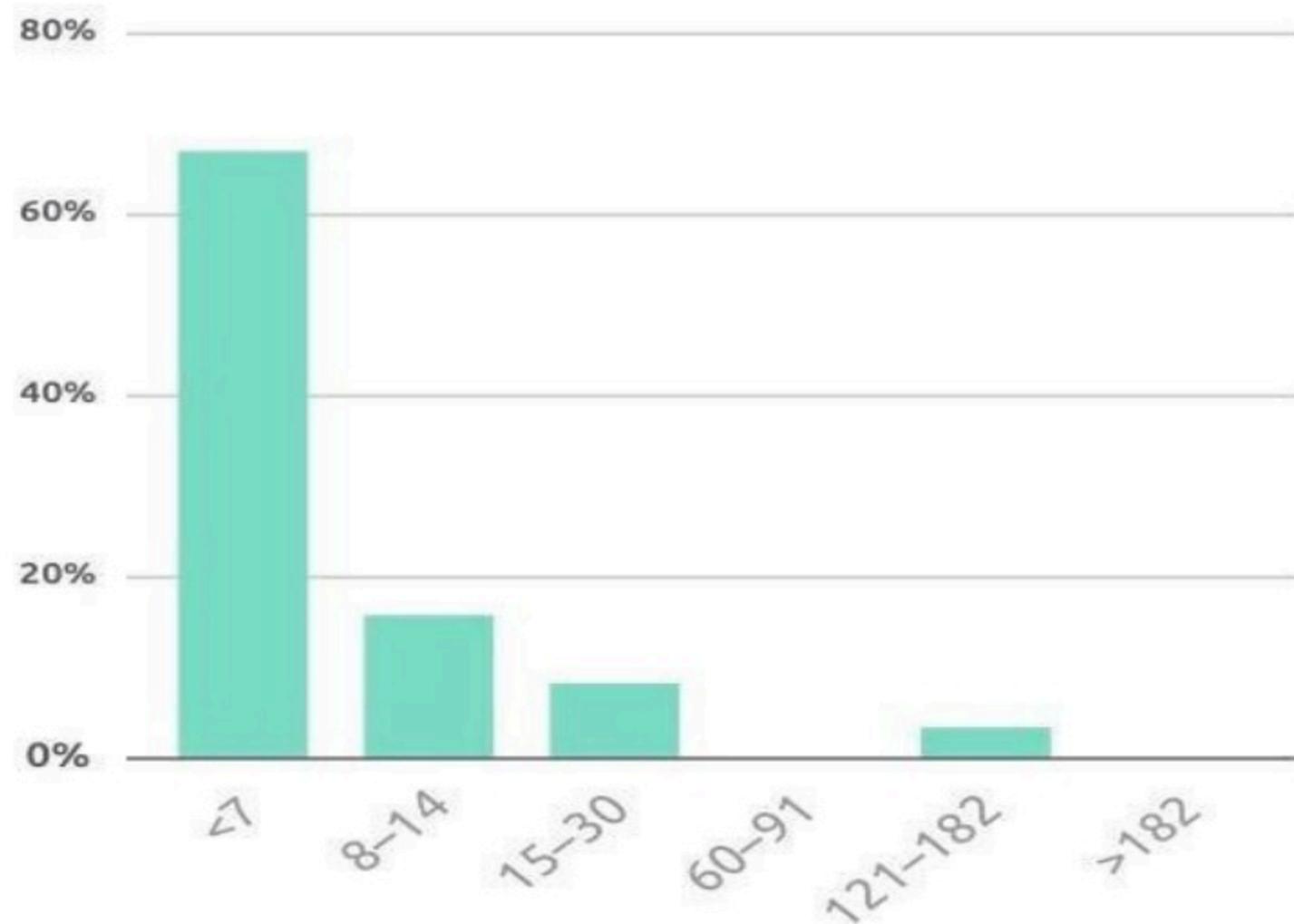
Industry (n = 405)

16% < 7 days



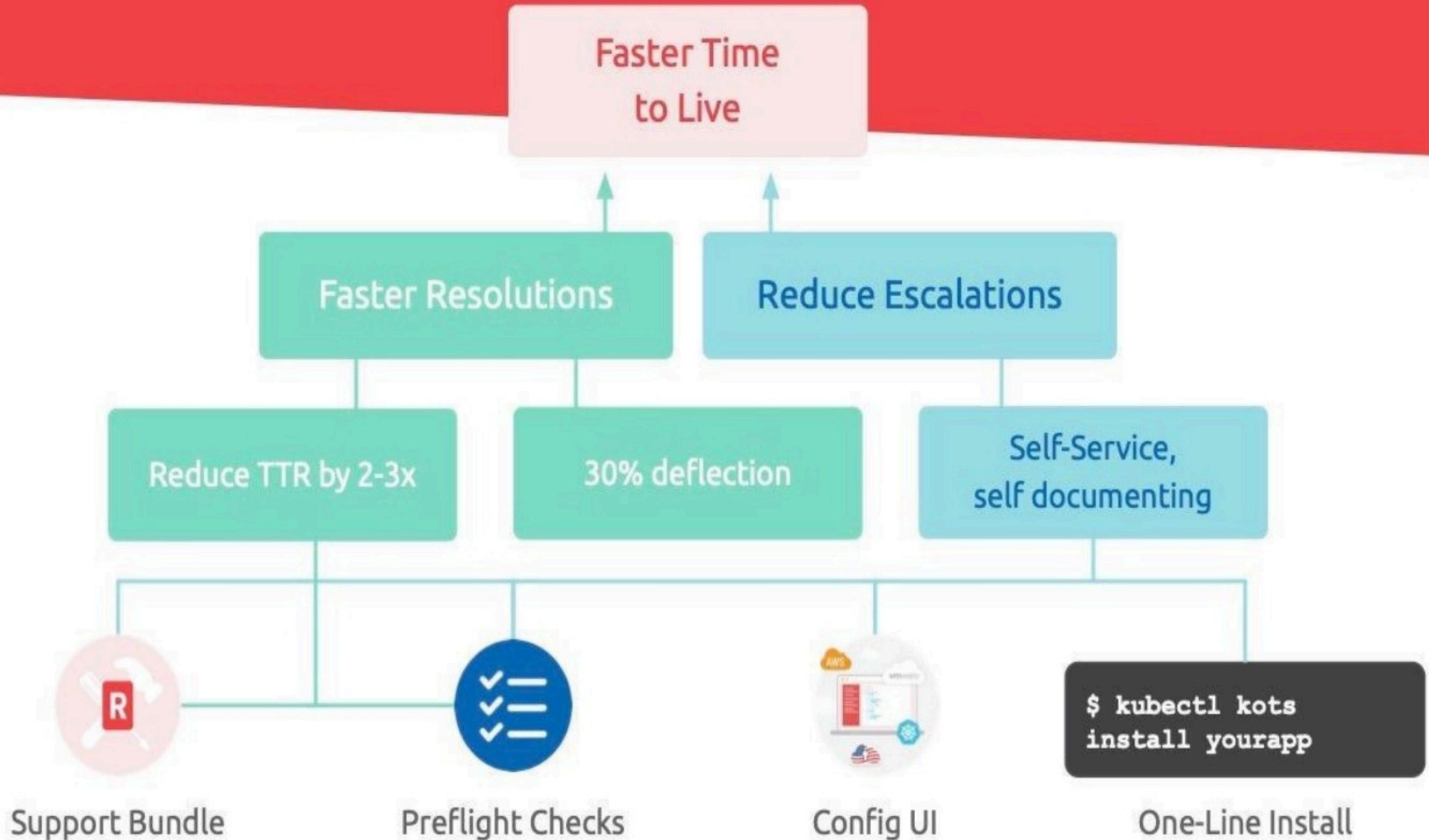
Replicated Customers (n = 50)

65% < 7 days



Dimensional Research survey of ISVs (sponsored by Replicated)

# Why do Replicated Customers Install 4x Faster?



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## Vendor Tools

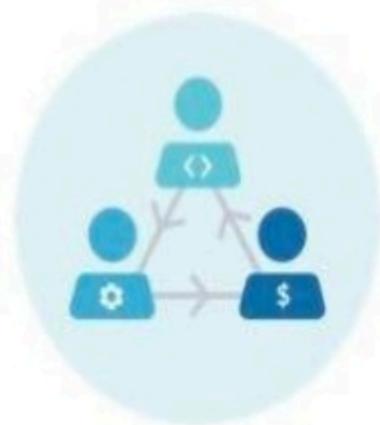
The tools & frameworks to **operationalize** multi-prem deployment options



Release channels



Licensing & entitlements



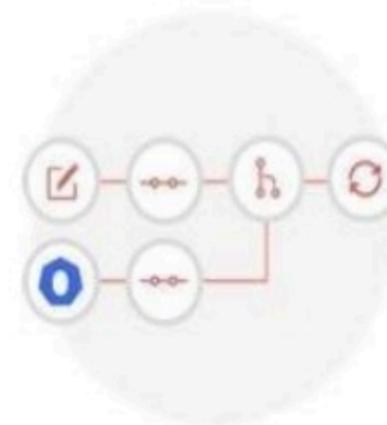
Cross-functional collaboration



Installation & configuration



Preflight & support tools



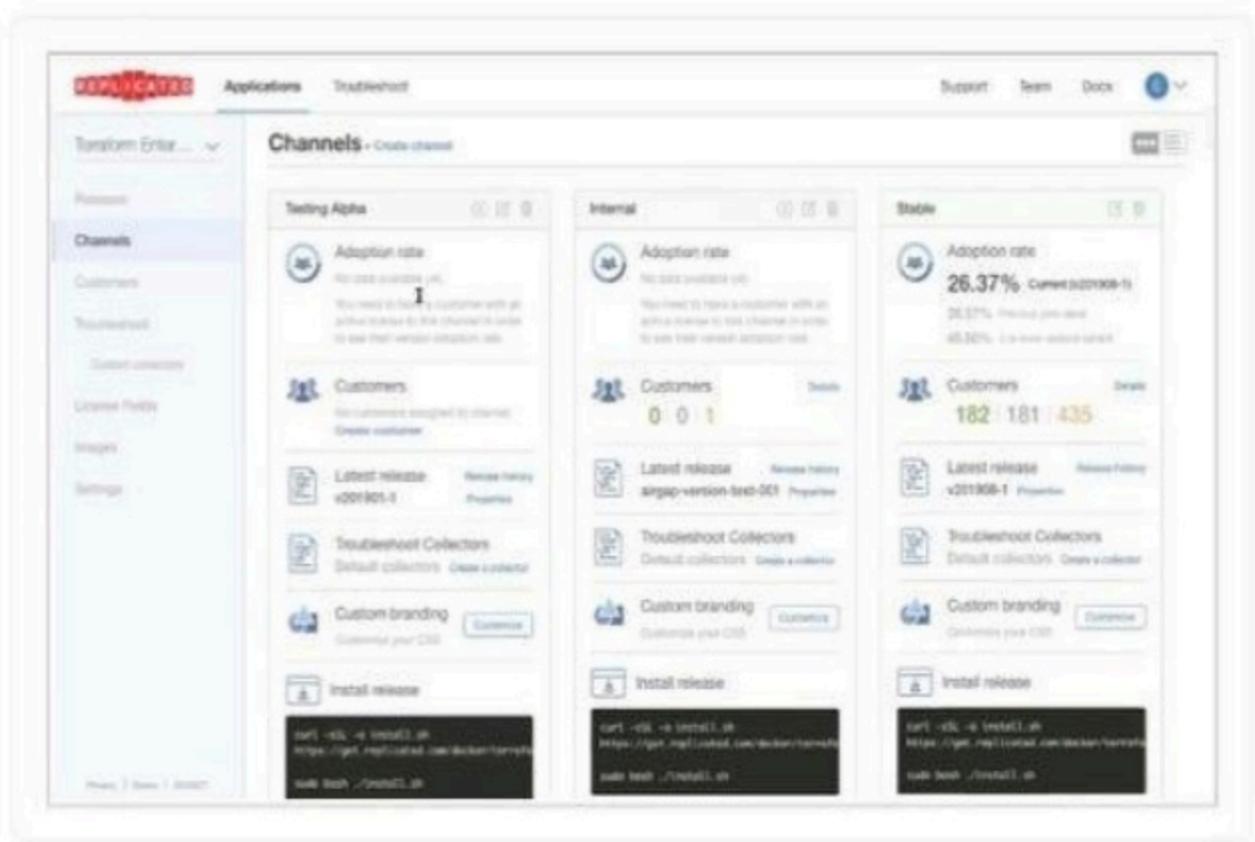
Advanced updates

## Admin Tools

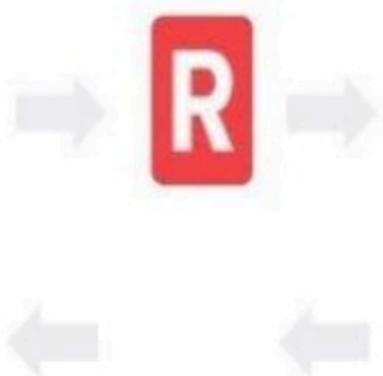
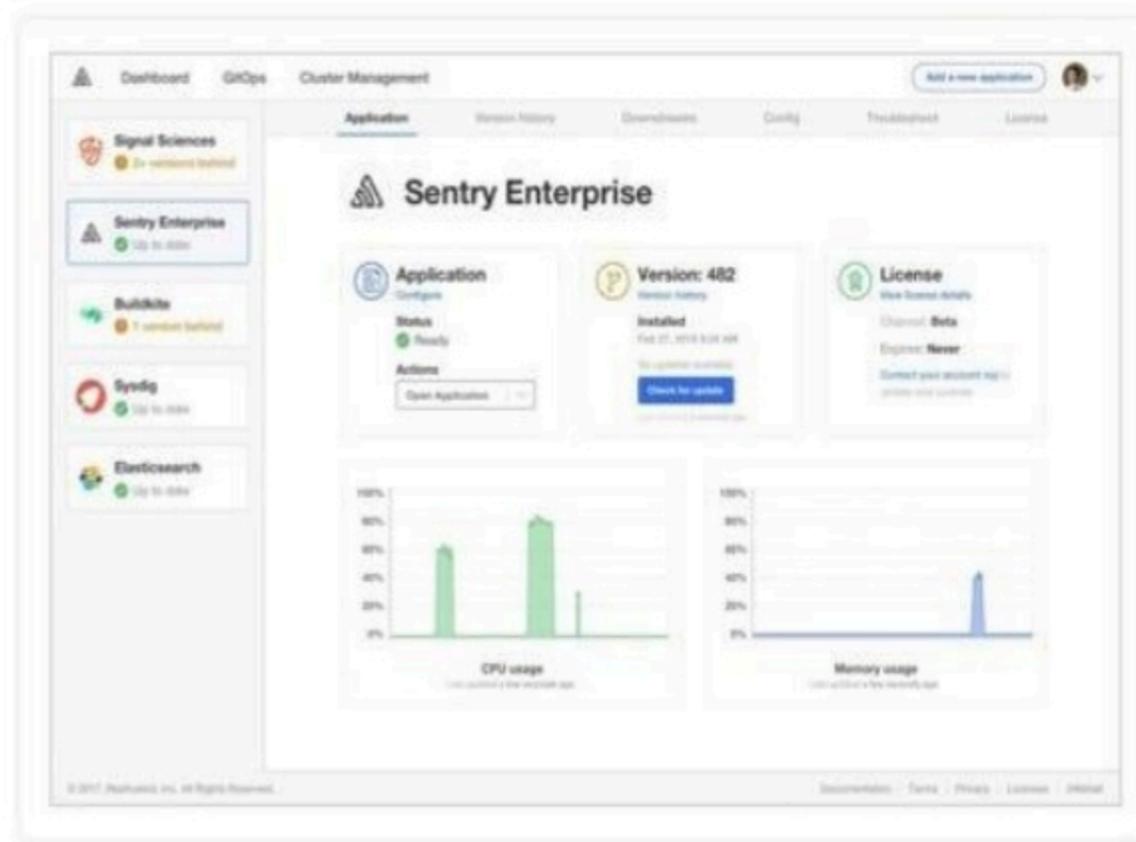
The end customer experience to simplify & **automate** app management for day 2

# Single Architecture to Many Complex Environments

## Vendor Tools



## Admin Tools



Helm charts

Operators

K8s manifests

Embedded K8s

Existing Clusters

Existing Pipeline

# Replicated Customers Include

## Dev



## Ops



## Security



## Data



## Comms



## +New Categories



## AI/ML

