First Integrated Platform for Product Experience

ROBUST PRODUCT ANALYTICS

HIGHLY RELEVANT FEEDBACK

PERSONALIZED GUIDANCE

Pendo extends your product to capture all user behavior, gather feedback, and provide contextual help

Pendo Overview

Series B Investor Presentation

Founded by product leaders from Google, Rally Software, Cisco, and Red Hat • 56 Employees

TODD OLSON	ERIK TROAN	ERIC BODUCH	RAHUL JAIN	SHANNON BAUMAN	CHAS SCARANTINO	JASON DEAN
CEO	CTO	VP Marketing	VP Customer Success	VP Product	VP Sales	VP Finance

Founded in 2013 • Raised $11M to date • Based in Raleigh, NC

BV. Battery Ventures

CONTOUR VENTURE PARTNERS

CORE CAPITAL PARTNERS

IDEA FUND PARTNERS

salesforce ventures

Ending Quarter ARR

1Q16 2Q16 3Q16 4Q16 1Q17 2Q17 3Q17
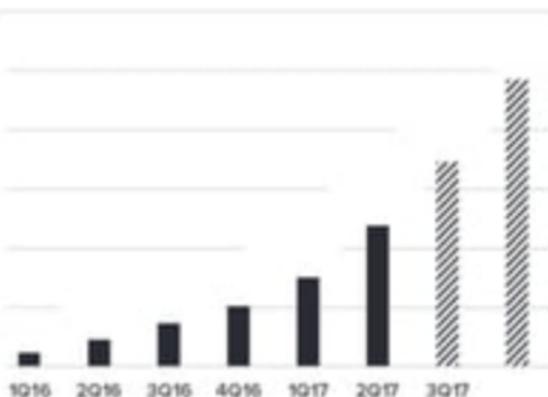
NOTE: Fiscal year ends January 31

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The Digital Transformation is Happening.
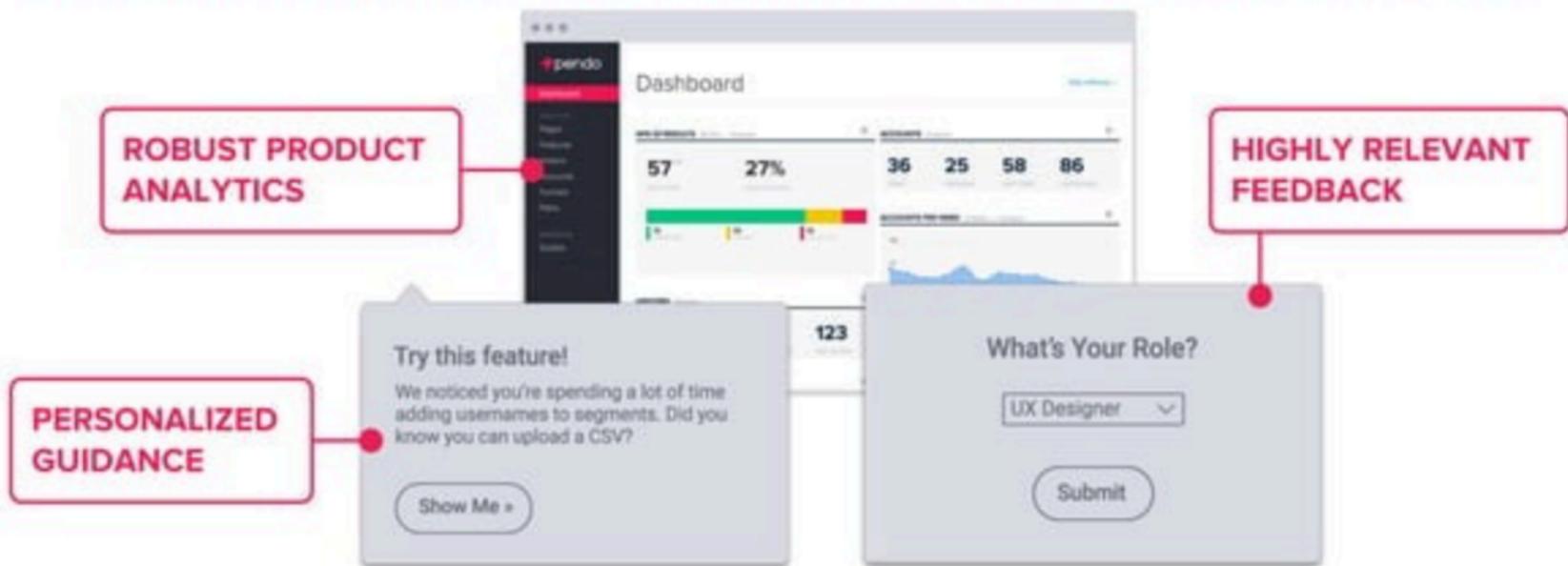
Data-Driven Solutions

Agile

Subscription Economy

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Users are demanding that their software at work behaves like their software at home.

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The Foundation: Data

With just a small JavaScript snippet added to your application, Pendo begins to capture every single click and pageview in your application. You can pass Pendo additional user details like role, plan level, and revenue for additional context.

Key Strengths

Fully Integrated Solution

Incorporates what traditionally would be three to four disparate tools to improve experience into a single integrated solution.

Targeted Messaging

Built-in in-application messages enable teams to personalize a user experience based on real-time behavior.

Rich User/Customer Segmentation

View usage by user and/or customer. Integration with tools like Salesforce.com provides insights based on CRM information.

Capture Everything

We grab all user events and enable teams to visualize insights into any aspect of your product. All insights are retroactive to our install date.

Why Pendo?

Pendo's unique capabilities provide significant value across the organization

Customer Success
Increase customer visibility and reduce support and education costs

Product Management
Focus resources on the features that really provide value

Executive Leadership
Bring product data to strategy discussions and board presentations

Marketing
Identify advocates and execute up-sell / cross-sell campaigns

Engineering
Monitor usage volume and performance to get ahead of potential issues
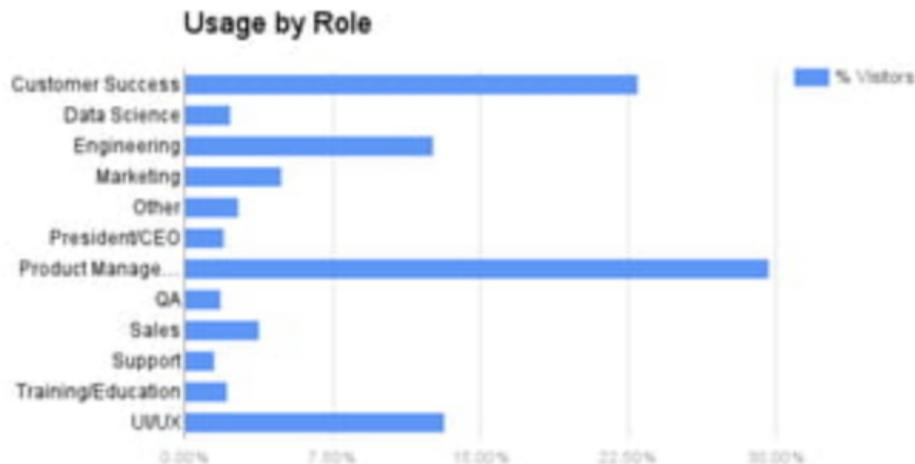
Sales
Optimize the trial experience and increase conversions

User Experience
See where users struggle and optimize the experience without development

User Engagement

Usage by Role

- Land in Product / UX
- Expand into Customer Success

How Infor Uses Pendo

Monitor end user performance to delight customers

- Standard across HCM Suite
- Combination of On-Premise, Single-tenant, and Multi-tenant products
- Negotiating Enterprise-wide Deal

How Henry Schein Uses Pendo

Increased Customer Satisfaction

"On our last NPS poll in August, we saw a 55% response rate! [...] Oh, and as a result of improvements we made we raised our NPS by 53 points in 6 months**"**

- **Dan Larsen, Director of Product Management**

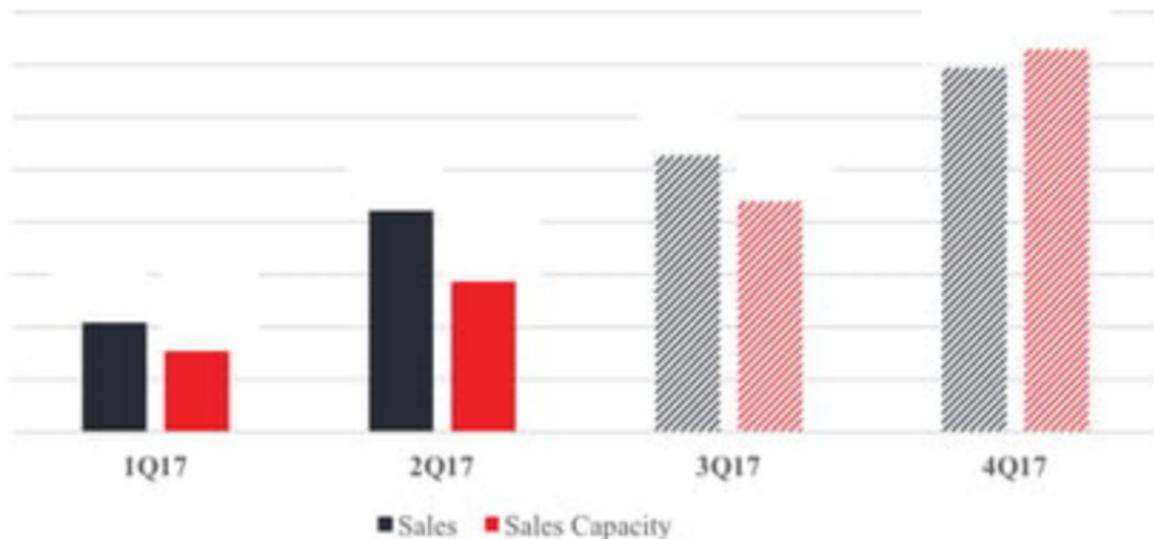# A few of our other customers...

Redacted

Go to market

- **Type:** Direct, mostly inside sales team

- **Current Target Customer:** B2B web-based businesses

- **Target Persona:** Product management

- **Pricing:** Monthly active end users per product

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Net New ARR Growth

Net New ARR

Sales Quota Capacity

Sales vs. Sales Capacity

- Sales quota capacity is meeting and exceeding our new bookings goal.

■ Sales ■ Sales Capacity

1Q17 2Q17 3Q17 4Q17