



Pendo Overview

Series B Investor Presentation

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



TODD OLSON
CEO



ERIK TROAN
CTO



ERIC BODUCH
VP Marketing



RAHUL JAIN
VP Customer Success



SHANNON BAUMAN
VP Product



CHAS SCARANTINO
VP Sales

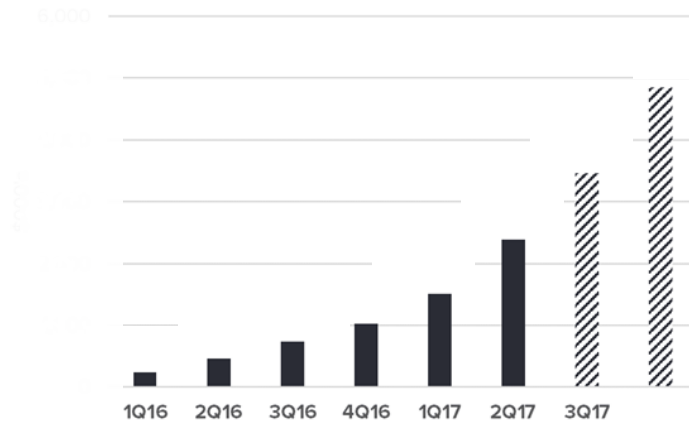


JASON DEAN
VP Finance

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



Ending Quarter ARR



NOTE: Fiscal year ends January 31



The Digital Transformation is Happening.

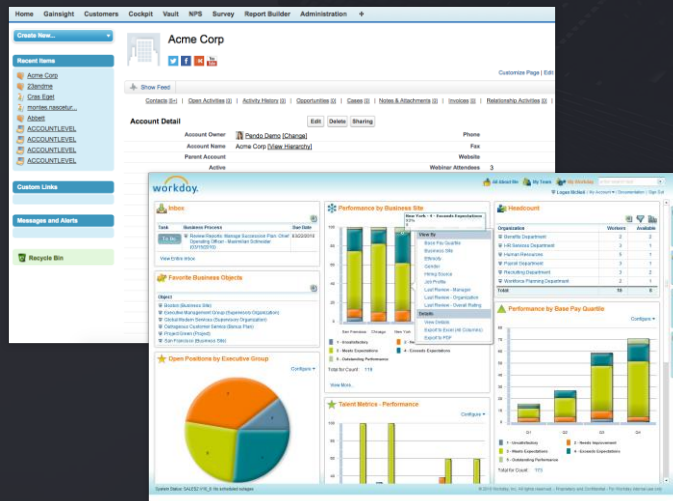
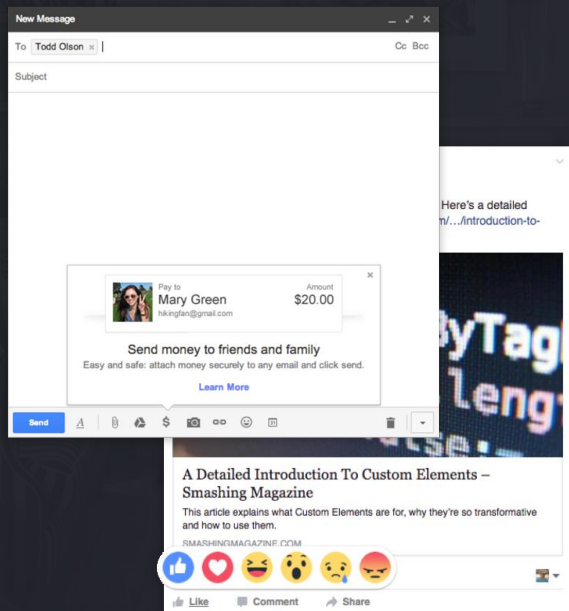


Data-Driven
Solutions

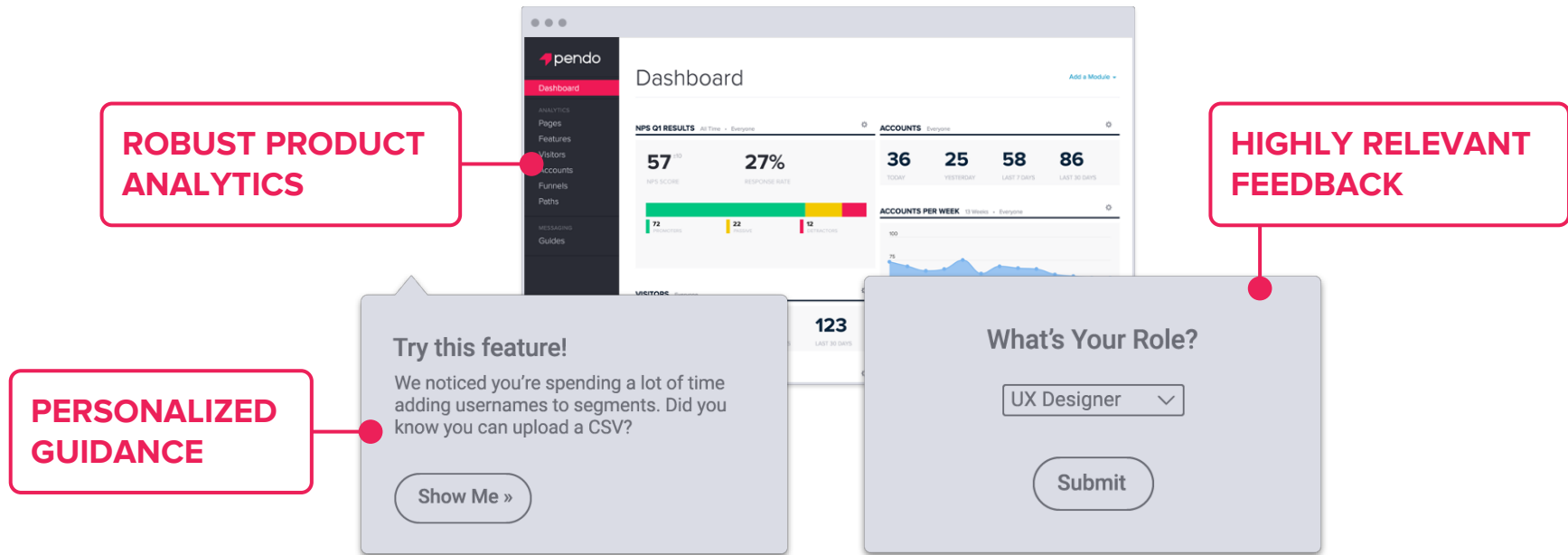
Agile

Subscription
Economy

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



First Integrated Platform for Product Experience



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

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



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



Product Management

Focus resources on the features that really provide value



Executive Leadership

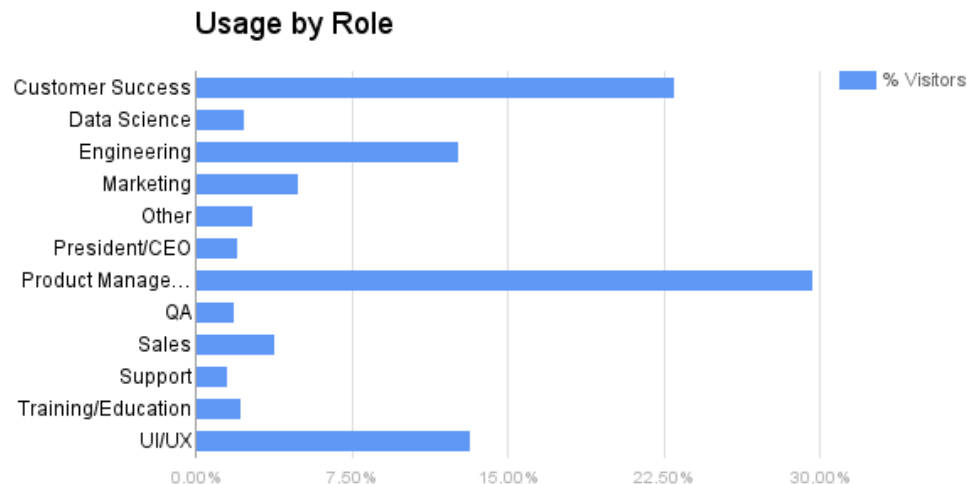
Bring product data to strategy discussions and board presentations



User Experience

See where users struggle and optimize the experience without development

User Engagement



- Land in Product / UX
- Expand into Customer Success

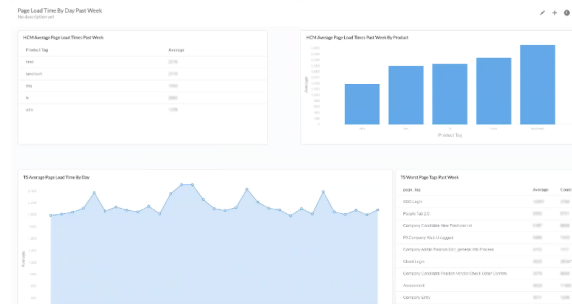


How Infor Uses Pendo



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



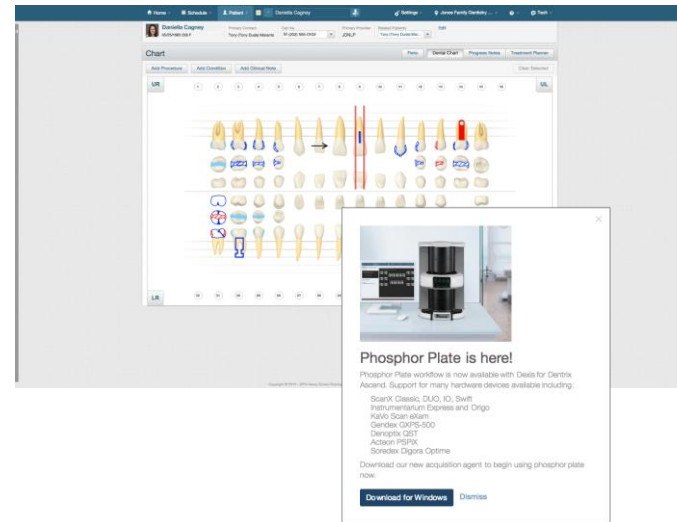


How Henry Schein Uses Pendo

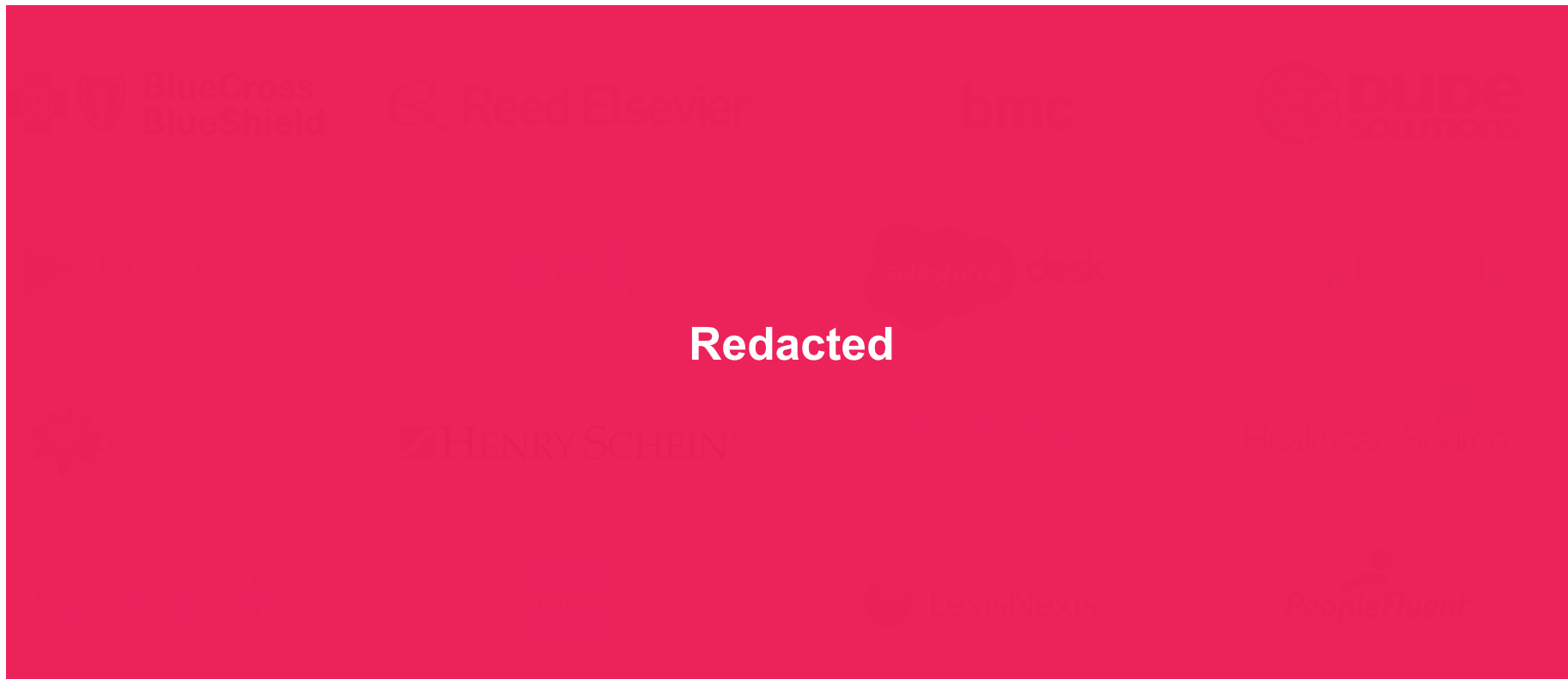
Increased Customer Satisfaction

“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**



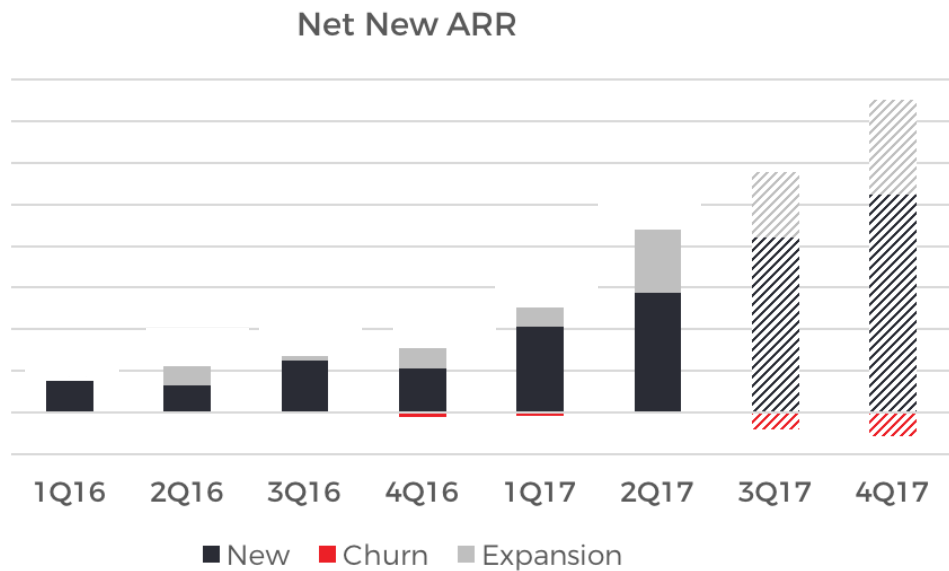
A few of our other customers...



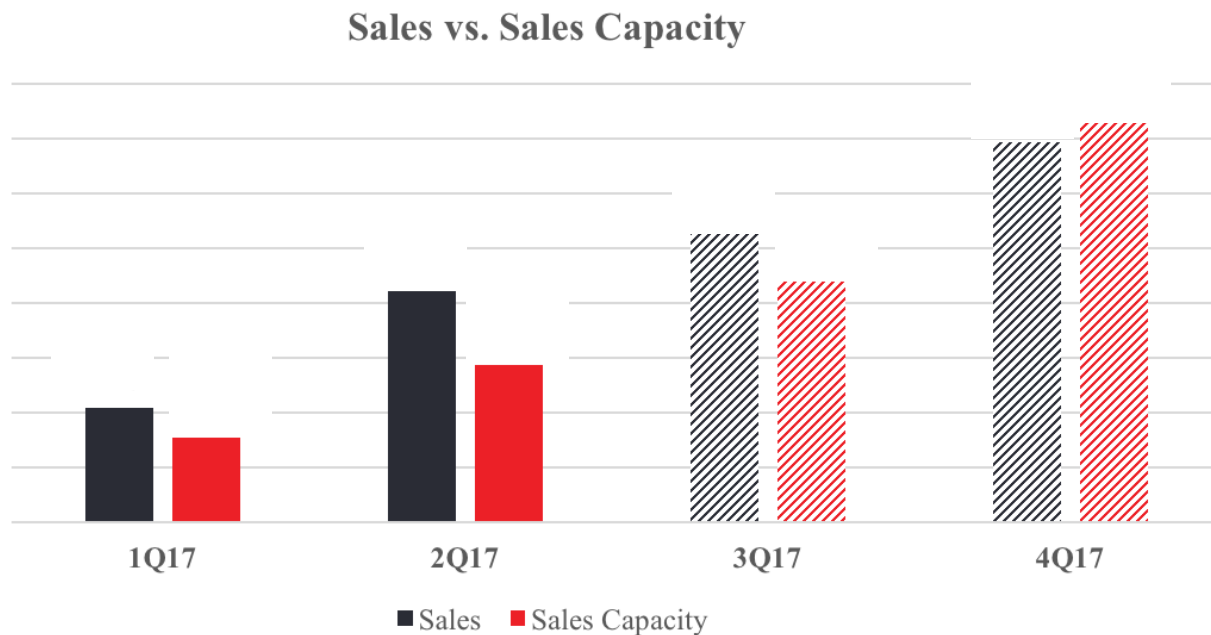
Go to market

- **Type:** Direct, mostly inside sales team
- **Current Target Customer:** B2B web-based businesses
- **Target Persona:** Product management
- **Pricing:** Monthly active end users per product

Net New ARR Growth

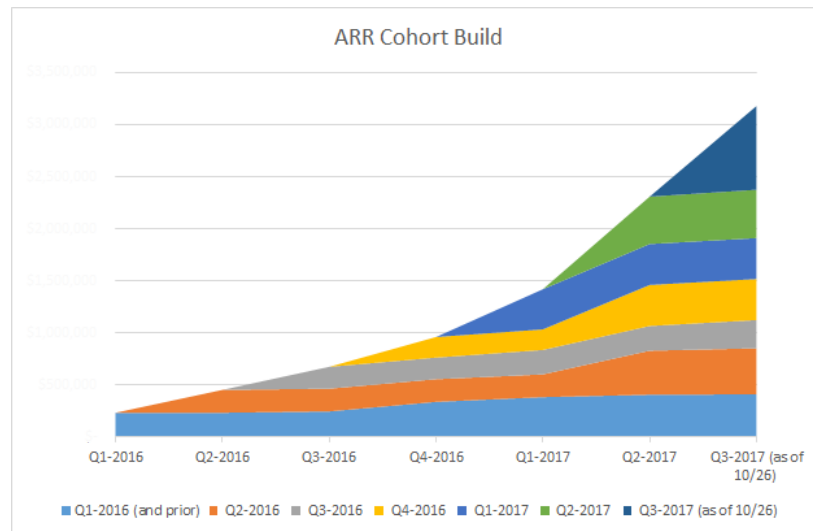
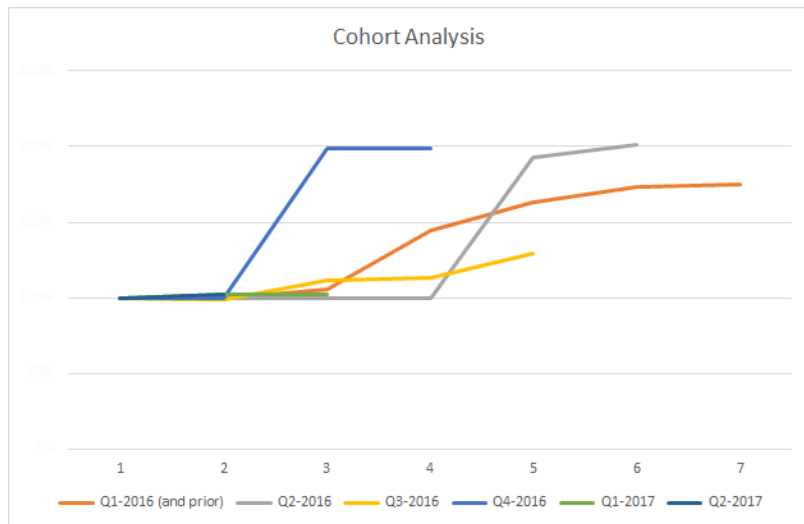


Sales Quota Capacity

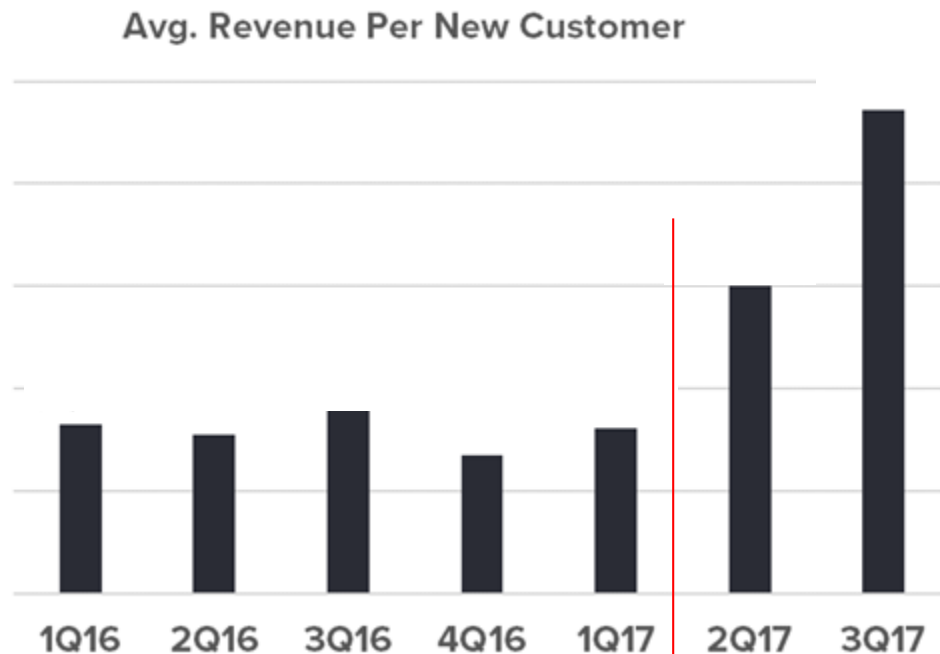


- Sales quota capacity is meeting and exceeding our new bookings goal.

Cohort Trending



New ASPs Trending Up



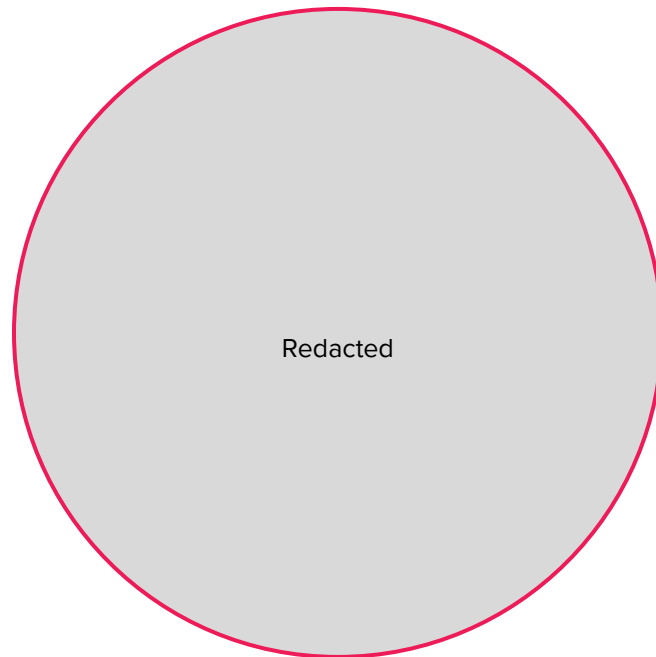
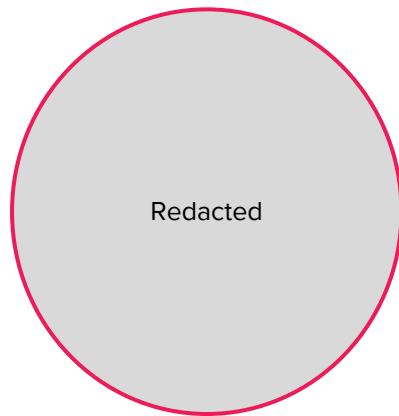
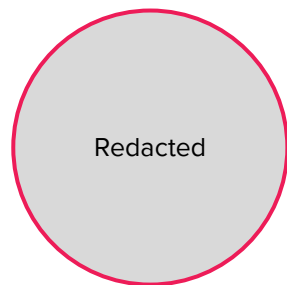
3Q 2017 represents deals as of 10/12/2016

Minimum price point increased

Moving Up Market to Serve Enterprise Customers



Total Addressable Market



Sample
Customers

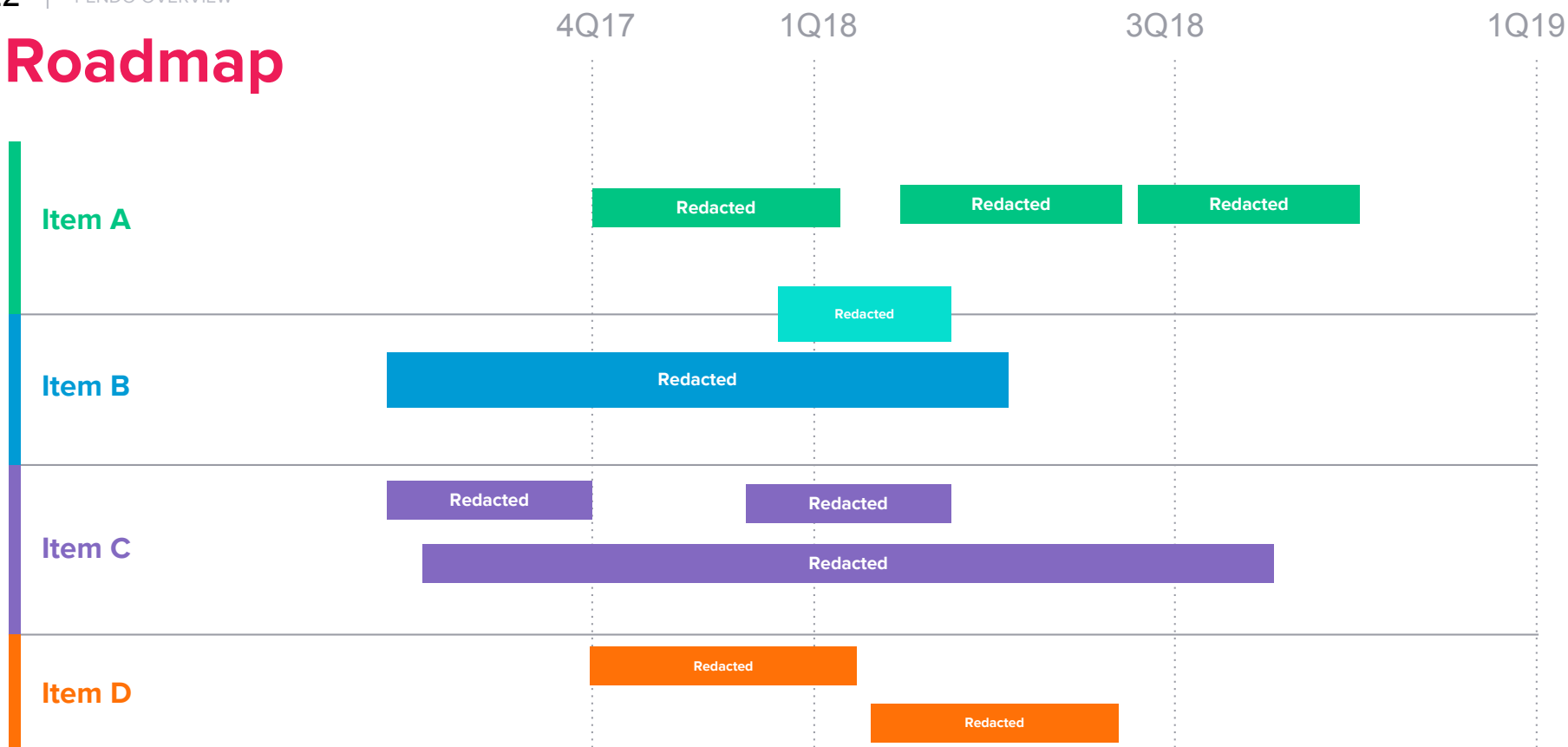
Current
Pipeline



Competitive Analysis

	Pendo	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Feature 1	●			●	●
Feature 2	●			●	●
Feature 3	●			●	●
Feature 4	●	●	●		
Feature 5	●	●	●		
Feature 6	●				
Feature 7	●	●	●		

Roadmap



Forecast Summary & Fundraising

(\$000's)	FY2015	FY2016	FY2017	FY2018	FY2019
Redacted					

Funding Plan

\$15M Series B, Q1 FY18

A large group of approximately 30-40 people, likely the Pendo team, are posed for a group photo in a modern office hallway. They are arranged in several rows, smiling at the camera. The background shows office architecture with brick walls and large windows. The image is darkened to serve as a background for text.

COMPANY HIGHLIGHTS

Proven Team

Fast Growing

Strong Customer References

Robust Product



www.pendo.io