



Showtime 17
OCTOBER 3-4 2017

Creating Success as a Showpad Partner

October 4 2017
Ghelamco Arena, Ghent



Table of contents

1. Partner opportunity with Showpad
2. Partner roadmap
3. Success stories

Special Guest Welcome

Jason Holmes
Showpad President & COO


Partner opportunity with Showpad

David Warren

Introduction

David Warren

Rent or buy
EDA tools
eecad.com



HOURLY TERM PERPETUAL

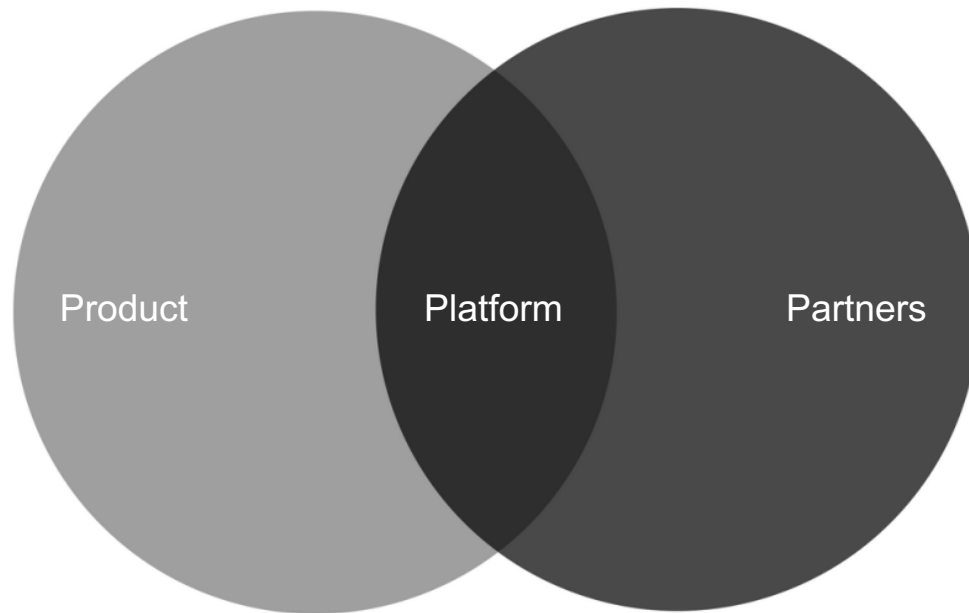


Lessons learned

SaaS, Agency, Sales Enablement

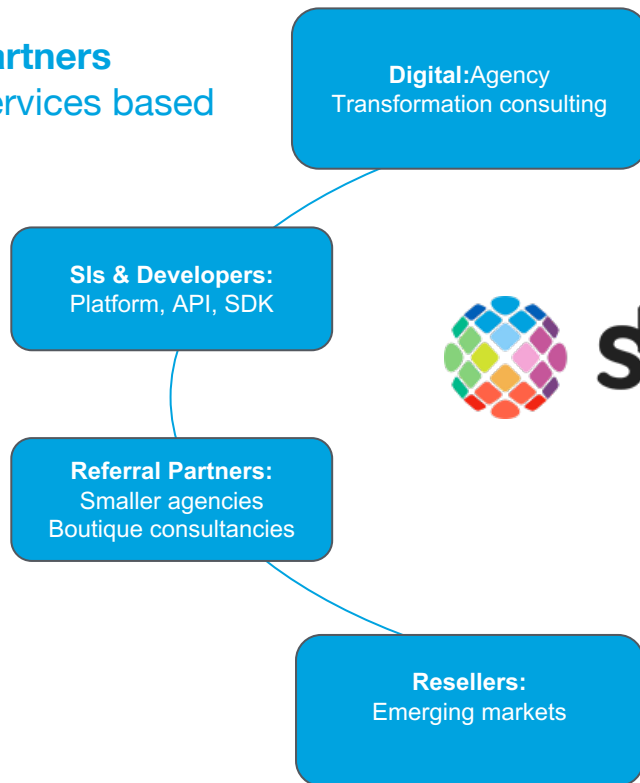
- Agencies are great for cash flow but...
- Effort shock
- An agency's hardest work is before the sale
- You should vet a partner company as much as you vet their product
- There are only a few good waves in your career, paddle into them

Combined lessons

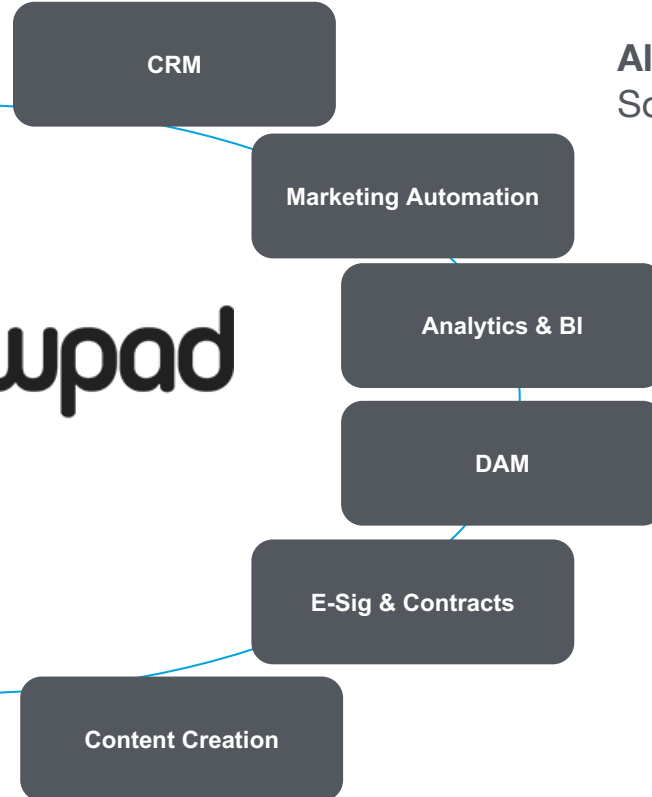


Showpad partner universe

Partners Services based



Alliances Software based



Your buyer has changed. Have you?



A scenic landscape featuring a large lake nestled between dark, forested mountains. In the background, more mountain ranges are visible under a sky filled with dramatic, grey clouds. The overall tone is somewhat somber due to the overcast sky.

**Your buyer
tools to delight
ability to differentiate
competition has changed.
Have you?**



The future of Showpad partners

- A network of experts advocating for full customer value in sales enablement
- Partnership focused on quality
- The customer and the partner have an advocate for whatever way they can extract value from Showpad
- Agencies build a line of business and a future around Showpad
- Showpad will be partner-centric and fulfill a platform vision to all our benefit

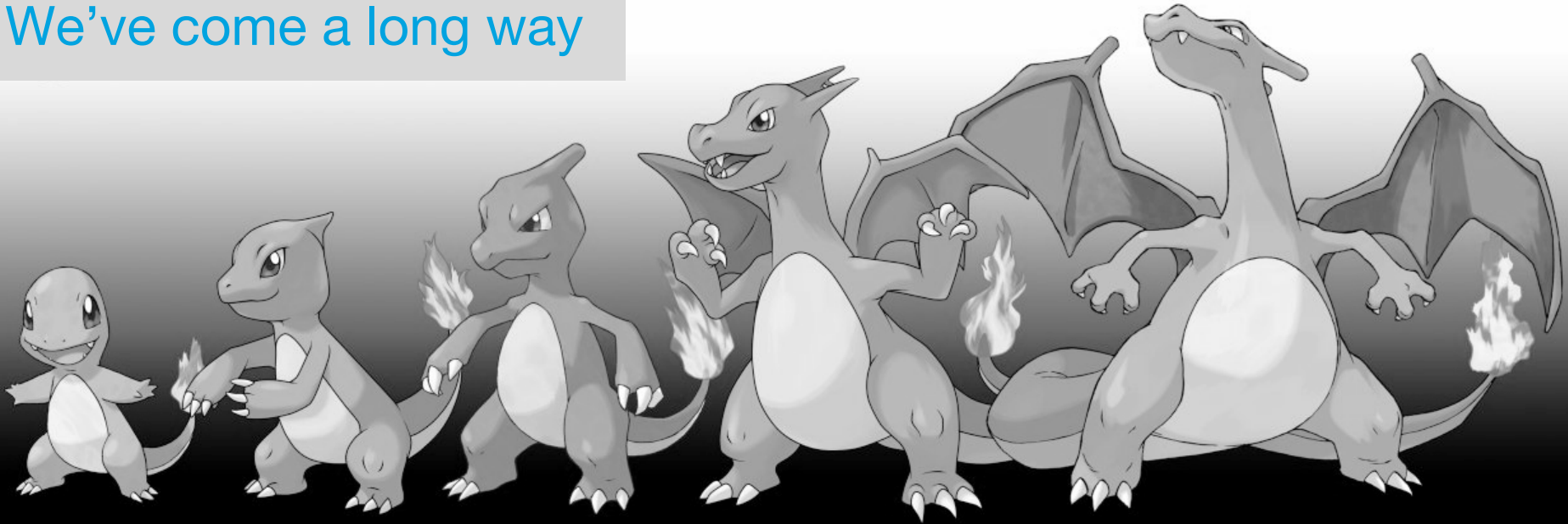
Partner roadmap

Siska Lannoo

Partner Roadmap

Introduction

We've come a long way



Partner roadmap

Looking back at 2017

**100+ shared
projects**

Together we have been doing
a lot already!

**40+ joint
events**

**Every 2
weeks we
co-hosted a
webinar**

Partner roadmap

Technical content for medical devices industry with Living Stone



Locked SIM 11:26 19%

< > cerusemea.showpad.biz

CERUS 11th International Seminar on Blood Safety **BACK**

Prof. Dr. Steven Kleinman
Klein Biomedical Research,
Victoria, Canada

PRESENTATION
DOWNLOAD: PI-RBC risk evaluation and TA-GVHD revisited

PUBLICATION
DOWNLOAD: Transfusion - Risks associated with red blood cell transfusions

PI-RBC risk evaluation and TA-GVHD revisited

Added value
Dr. Steven Kleinman, president of the transfusion medicine consulting company Kleinman Biomedical Research, primarily researches transfusion safety, with a particular focus on the assessment and prevention of infectious agent transmission. In his presentation at the 11th International Seminar on Blood Safety, he focused on the added value of pathogen inactivation (PI) with regard to the infectious risks involved in red blood cell (RBC) transfusion and the prevention of transfusion-associated graft versus host disease (TA-GVHD). He also elaborated on how PI implementation may render several current safety procedures obsolete.

Paradigm shift
Approaches to blood safety have evolved over the past



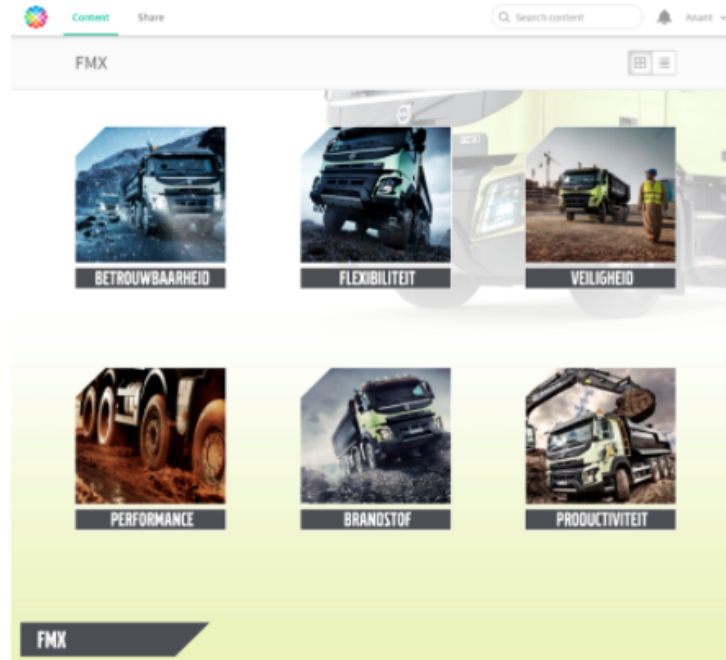
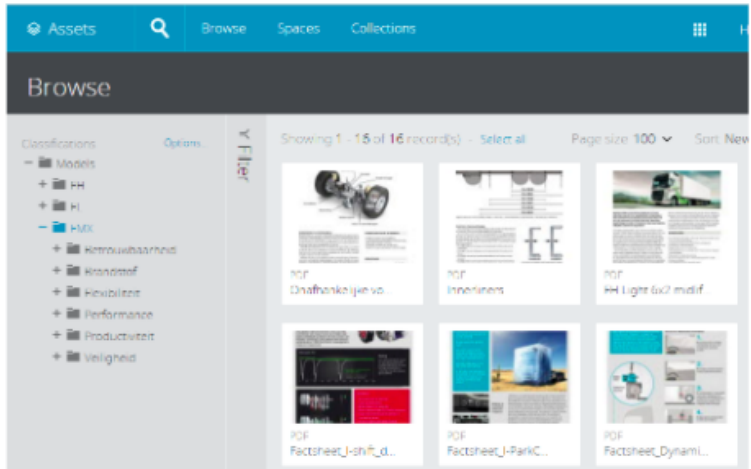
Partner roadmap

Virtual reality in Showpad with Vintage Productions



Partner roadmap

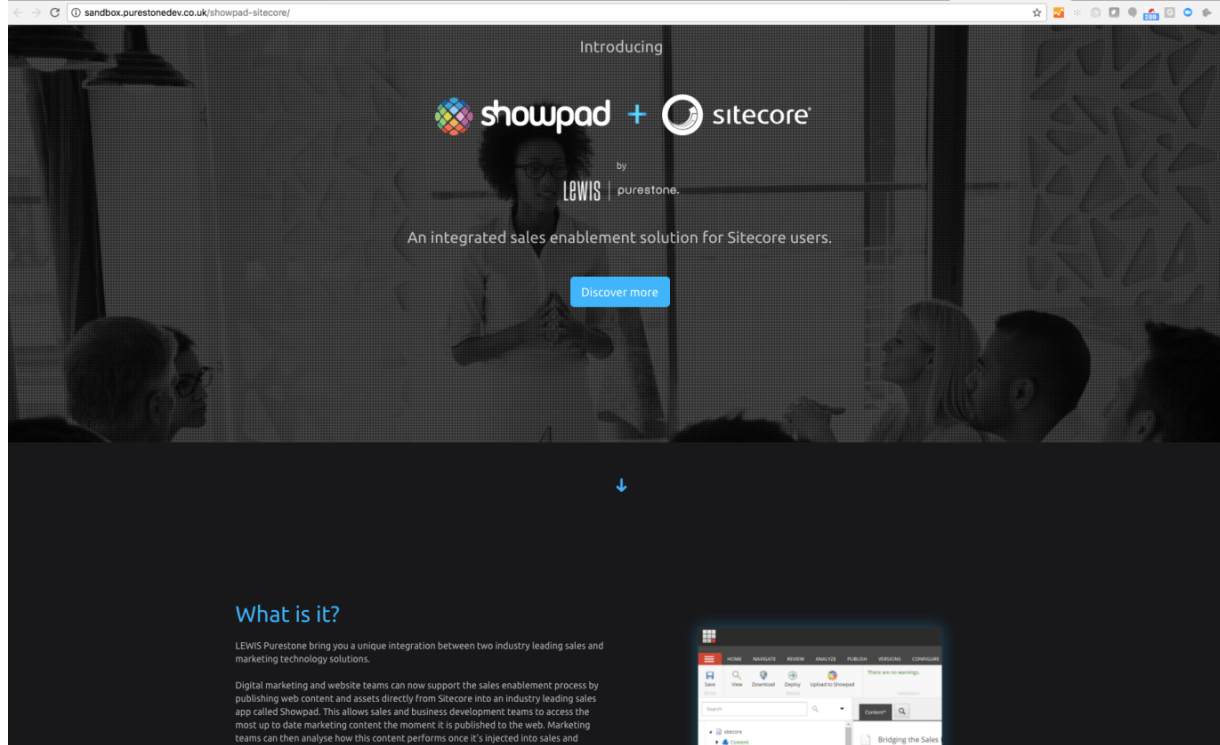
ADAM Software connector with Tahzoo



Tahzoo

Partner roadmap

Sitecore connector with Lewis Purestone



Partner roadmap

SAP C4C connector with Elixir Solutions

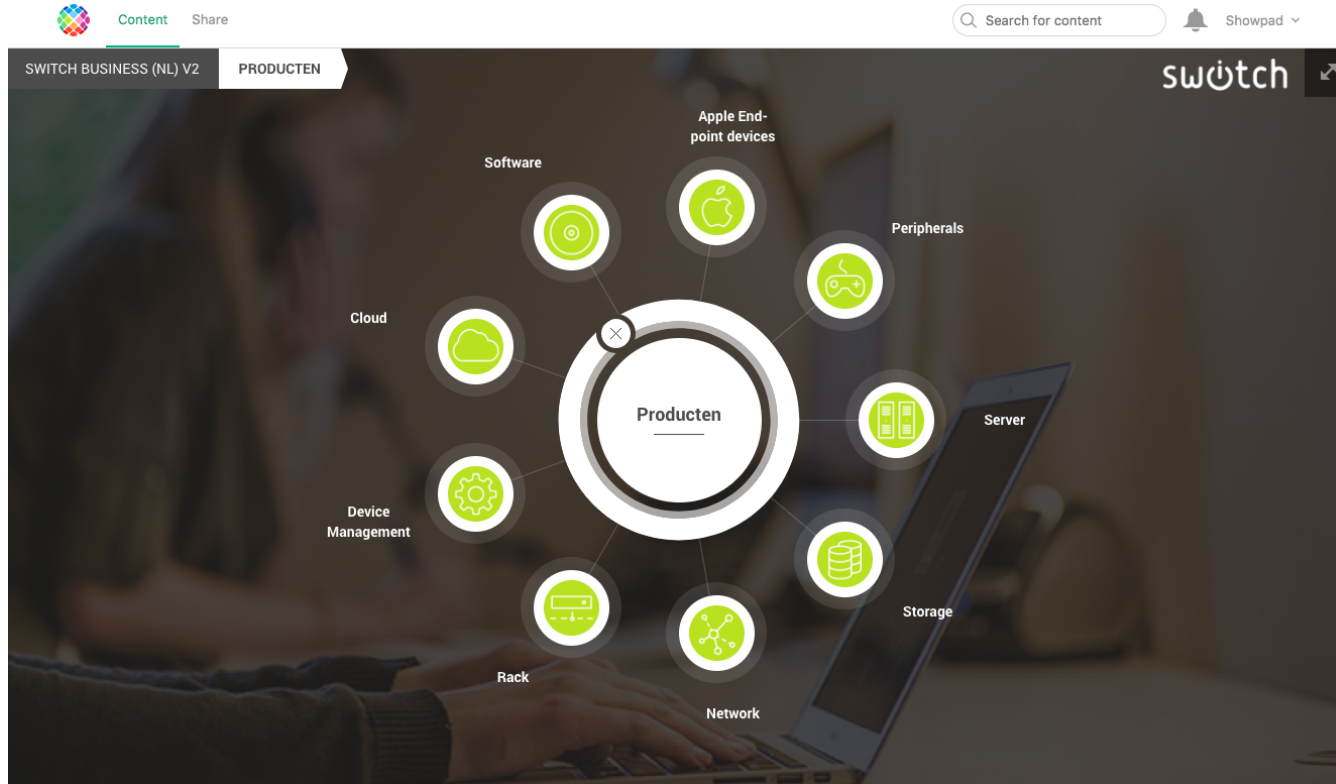


SAP Cloud for Customer



Partner roadmap

Enterprise Mobility with Switch



Partner roadmap

Building your Showpad line of business



Product



Partner program



Promotion

PRODUCT

Partner roadmap

Product update

Showpad is a platform

More freedom, more possibilities, more opportunities

First Showpad SDK

“400+ customers running HTML5 apps in Showpad”

Building middleware made easier

Some AR magic coming

Extending Showpad

Showpad provides an SDK and APIs to create powerful integrations and superior, dynamic buying experiences.

[CREATE ACCOUNT](#) >[VIEW DOCS](#) >

PARTNER PROGRAM

Partner roadmap

What can you offer?

Solution partner

- (1) All things 'Sales Enablement'
- (2) Showpad basics
(design, content structure, adoption, end-user training)
- (3) Design Experiences

Solution+ partner

- (4) SDK: create Experience Apps
- (5) API & Webhooks: build integrations



PROMOTION

Partner roadmap

Promotion

1. Joint demand generation (Gold partner benefit)



Be seen as a
specialist



Joint
webinars



Events



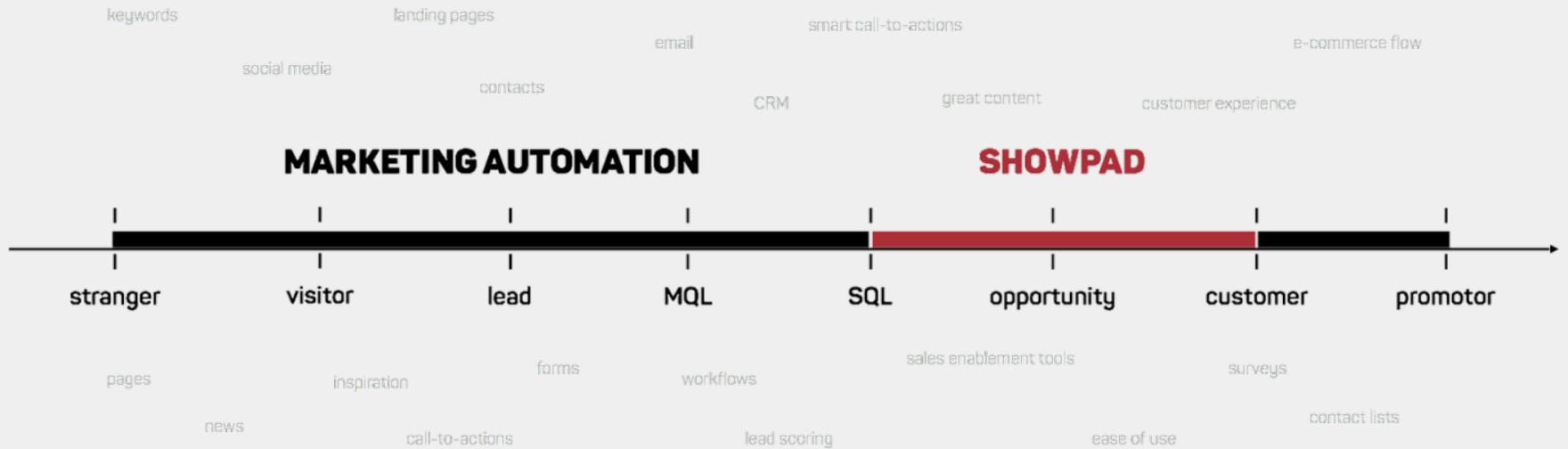
Blog
posts

2. Partner listing: your services and products (Gold partner benefit)

Testimonials

BBC

The acquisition of new customers



JDE

Selling stories



Welke koffie lust uw bedrijf het liefst?
DOE DE KOFFIETEST

3 resultaten

Hoeveel koffiedrinkers telt uw personeelsbestand?



Wat verwacht u van uw koffiemachine(s)?

- ☐ zwarte koffie (melk voegt u zelf toe)
- ☒ koffie met melk

Wat weegt voor u het zwaarst door?

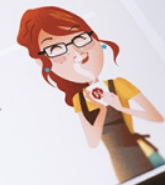
- ☒ kwaliteit
- ☐ prijs



SCHAEFER PRIME
EXPLORE IN 30"
MORE INFO



PRINCE
EXPLORE IN 30"
MORE INFO







HAPPY
BONES

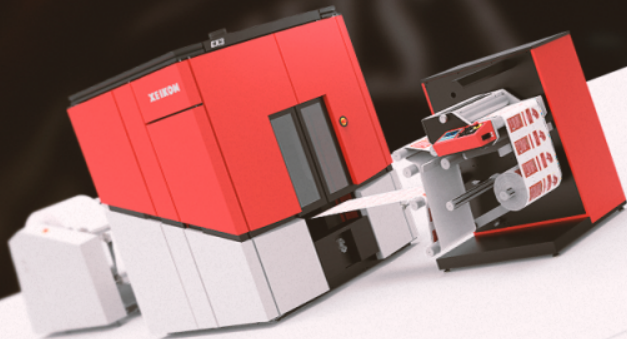


XEIKON

Product configuration

Xalkon C23 aka 'The Cheetah'

SPEED & QUALITY IN A LEAGUE OF ITS OWN



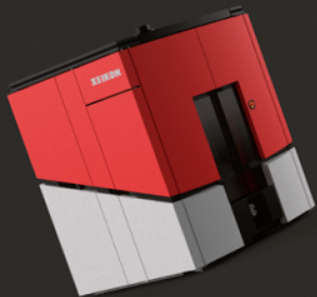
Faster running speeds, lower costs and unseen flexibility to meet complex customer demands without compromising quality, reliability or consistency - whatever the label.

Main specs

- top speed of 30m/min or 60 ft/min
- substrate widths up to 300mm / 12 inches
- full rotary printing, variable speed
- true 1200 dpi
- FDA food-safe inks
- versatile wet/dry, digital/analogue
- prints on your common flex materials

Trakon C13 aka 'The Cheetan'

CONFIGURE



finishing options

- + laser decut unit
- + varnishing unit
- + WMM
- + pie high stacker

software engine

- + X500 plus
- + X800



customize options

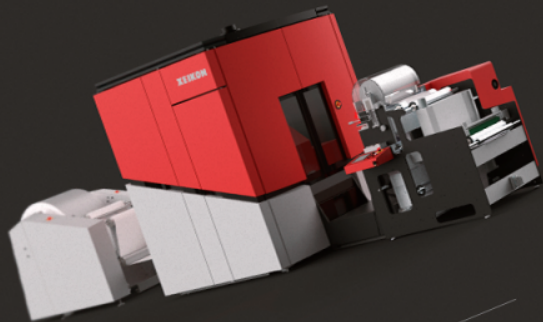


save configuration



Xalxon C13 aka 'The Chestnut'

CONFIGURE



delete options



save configuration

finishing options

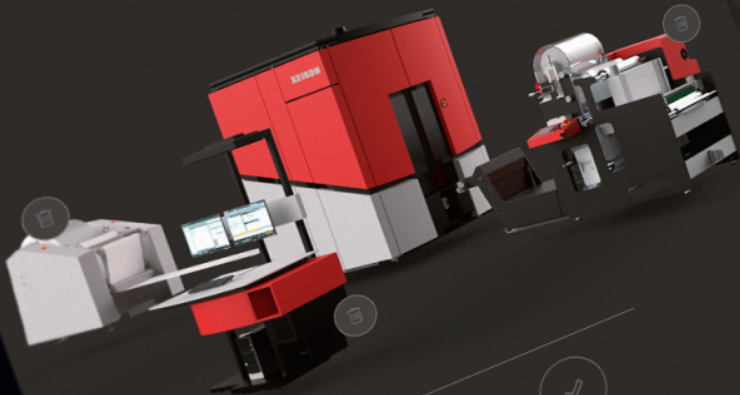
- laser diecut unit
- + varnishing unit
- + WMM
- + pile high stacker

software engine

- + X500 plus
- + X800

Xalxon C13 aka "The Cheetah"

CONFIGURE



finishing options

- laser decut unit
- + varnishing unit
- + WMM
- + pie high stacker

software engine

- + x500 plus
- x800



delete options



save configuration

Xalkon C13 aka 'The Cheetah'

CONFIGURE



This configuration has been saved.
You can now explore it in Augmented Reality,
or see the assets.



customize options



view configuration

finishing options

- laser decut unit
- + varnishing unit
- + WMM
- + pie high stacker

software engine

- + X500 plus
- X100

Testimonials

Minds&More



MARKETING



SALES



TRANSFORMATION



CONSULTING



INTERIM / EXPERT RESOURCING



ACADEMY

EFFECTIVE
FUNNEL PLANS

FUNNELPLAN™



DEPLOY SALES
ENABLEMENT



BUILD COMMERCIAL
PERFORMANCE
CAPABILITIES



Miller Heiman Group™

VANTAGEPOINT
REDEFINING SALES MANAGEMENT



MINDS & MORE

MARKETING • SALES • TRANSFORMATION

How we collaborate



Redefining the commercial processes

Help to become more buyer centric

Deploy enablers to accelerate revenue

Sales training



Adding more value to our customers with Showpad



Wholesale
distribution
activities



**THE FIT FOR
FUTURE
2016-2020**

Acting like
in 1960's



Ready for 21st Century

Physical
channels



Digitally enabled



Showpad enabled

Adhoc
approach



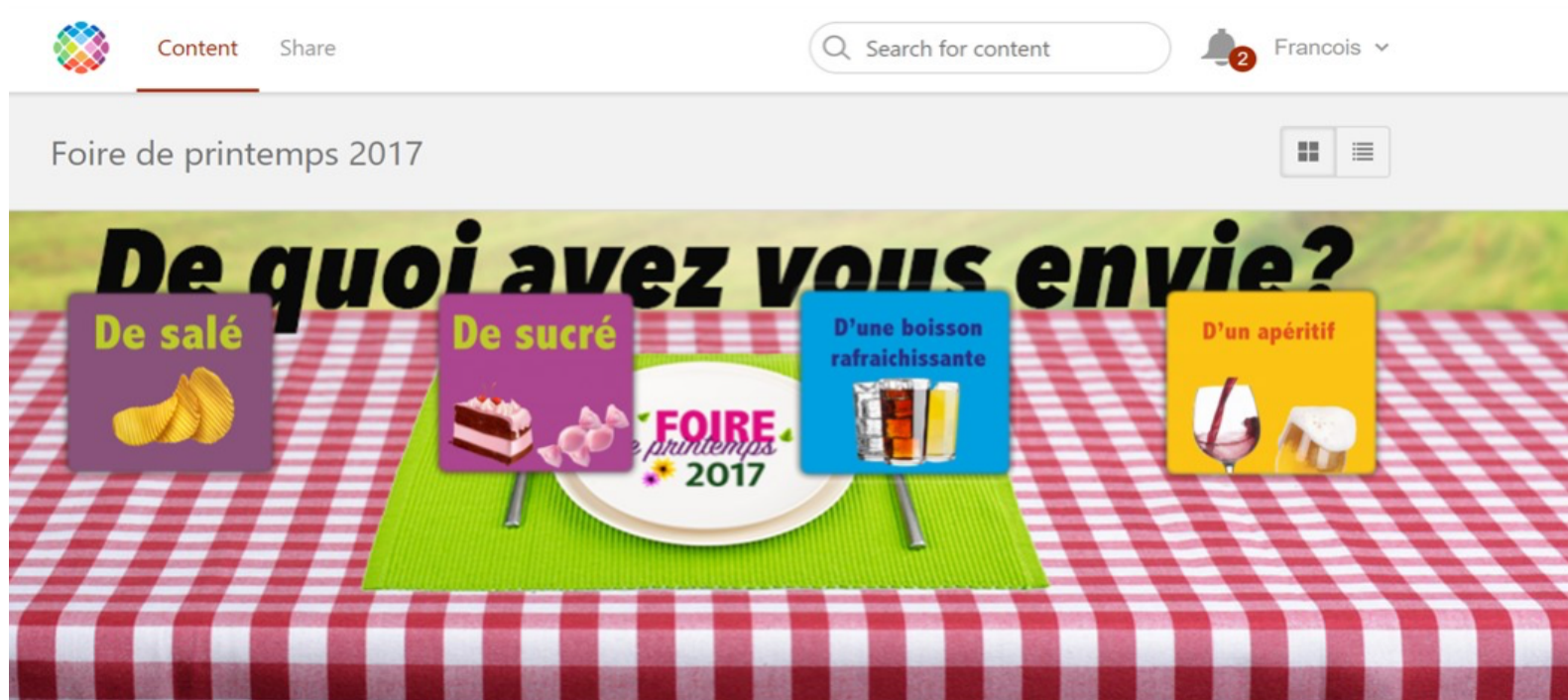
Digital content &
regular promotions

Paper &
Brochureware

Deploy Virtual Fairs
Positive Customer Experience
Commercial Excellence



Adding more value to our customers with Showpad



Adding more value to our customers with Showpad

Put in place bi-weekly sales drives bringing in +150k per month

Integrated into CRM and their sales processes

Virtual fairs bringing in +500k





Testimonials

colNDco

Digital Agency

Our company
4 units

A green-tinted image showing a smartphone, a tablet, and some papers with diagrams, representing the 'Creation' unit.

Creation

A blue-tinted image showing a person's hands holding a smartphone, representing the 'IT-Solutions' unit.

IT-Solutions

A teal-tinted image showing a person's hands holding a tablet displaying a 3D architectural model, representing the 'Apps' unit.

Apps

An orange-tinted image showing a person wearing a VR headset and holding a controller, with a wind turbine in the background, representing the 'Innovation' unit.

Innovation

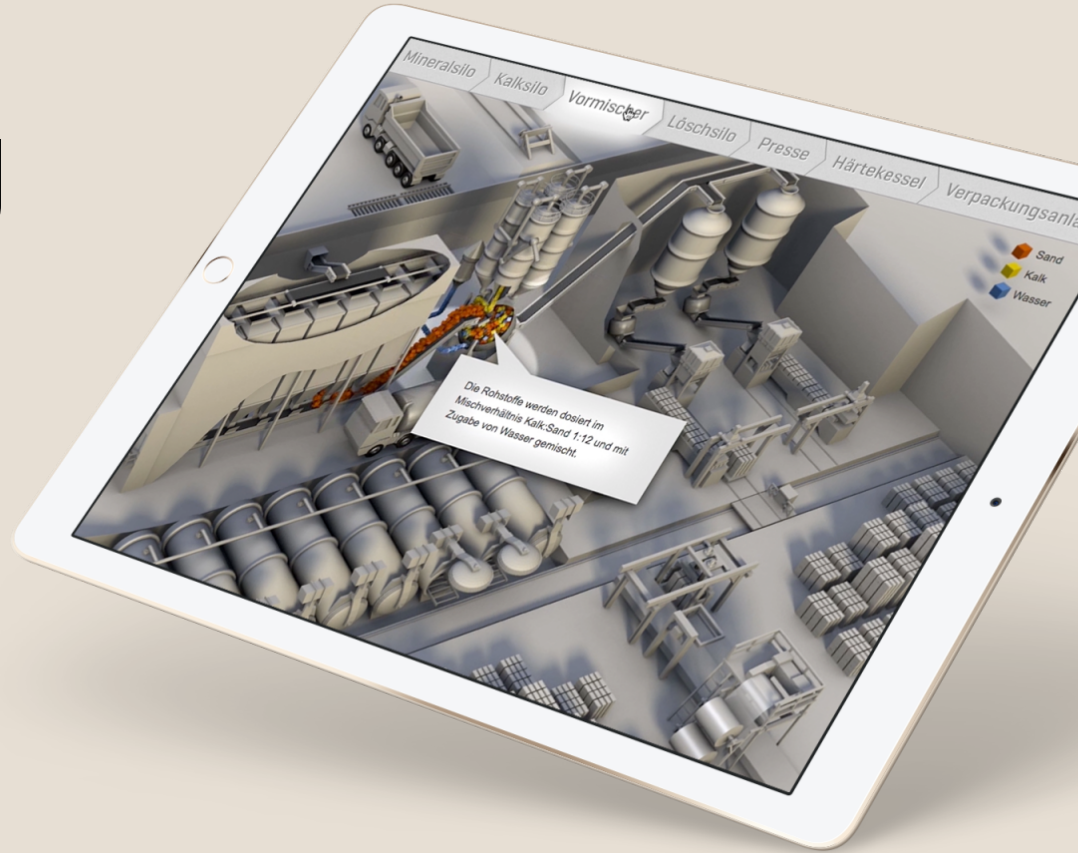
Showpad



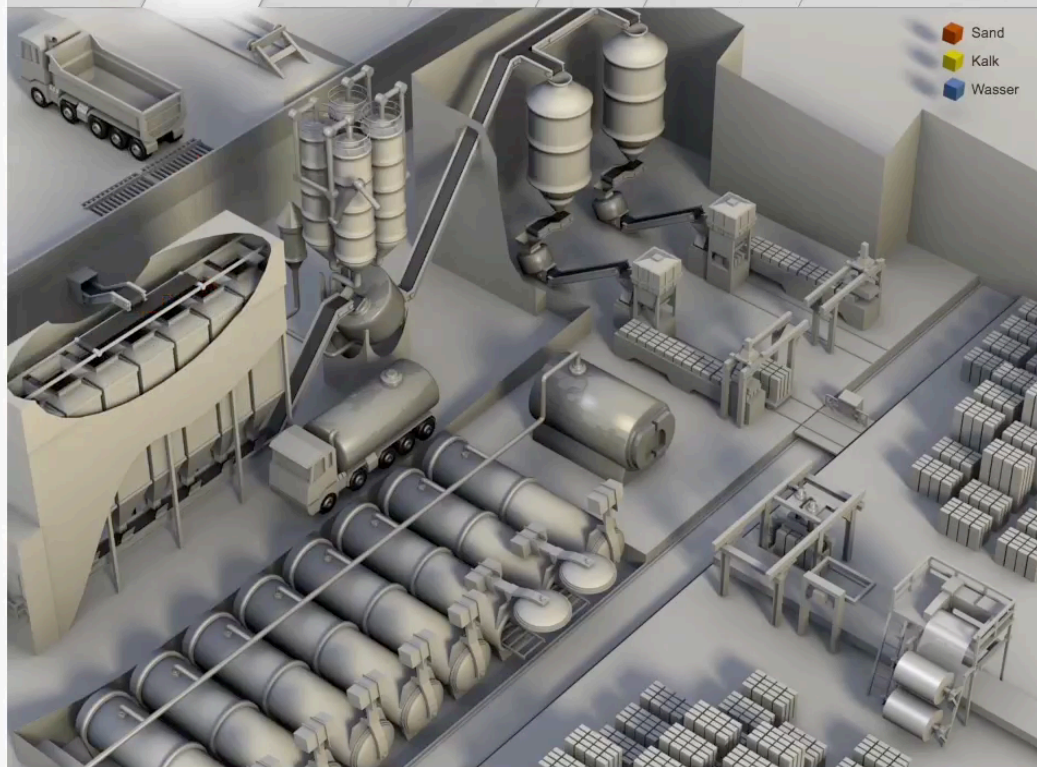
What's our focus?

1. Create interactive customer journeys
2. Crisp design and innovations
3. Top user experience (UX/UI)

Interactive E-Learning Journey



Mineralsilo > Kalksilo > Vormischer > Löschsilo > Presse > Härtekessel > Verpackungsanlage



Road to Success

In The Pocket

the^{In}Pocket



Today's agenda

1. In The Pocket

2. Why we ♥ Custom Experiences

3. The Result



In The Pocket: from 2010 to 2017





WE'RE A DIGITAL
PRODUCT STUDIO

Our focus areas

Strategy &
Product Design



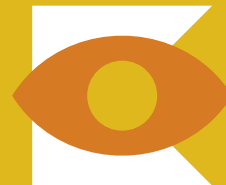
Internet
of Things

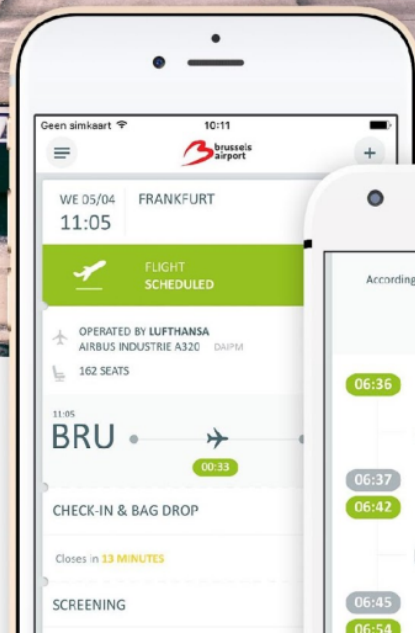


Mobile
& Web



Augmented &
Virtual Reality



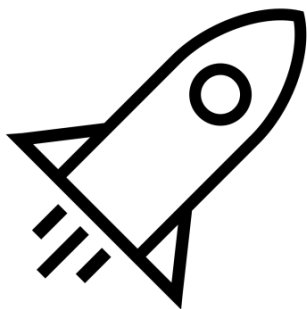


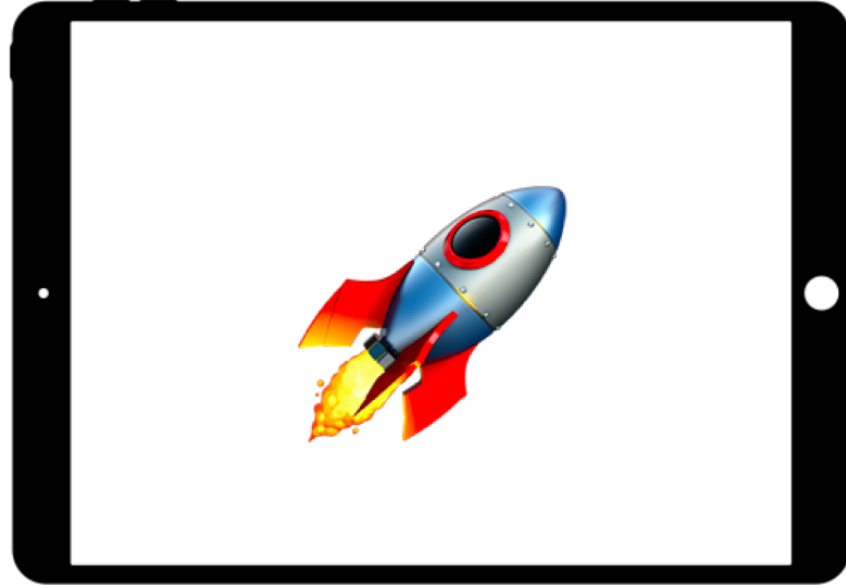


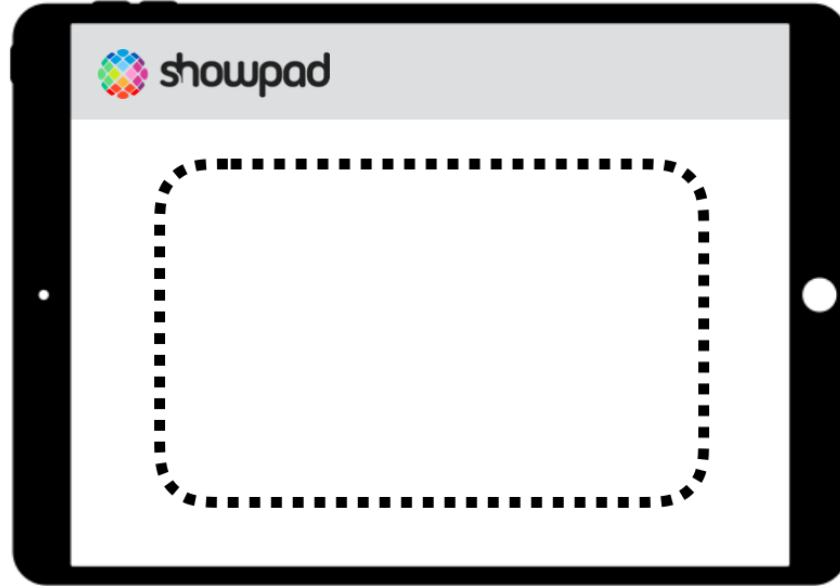


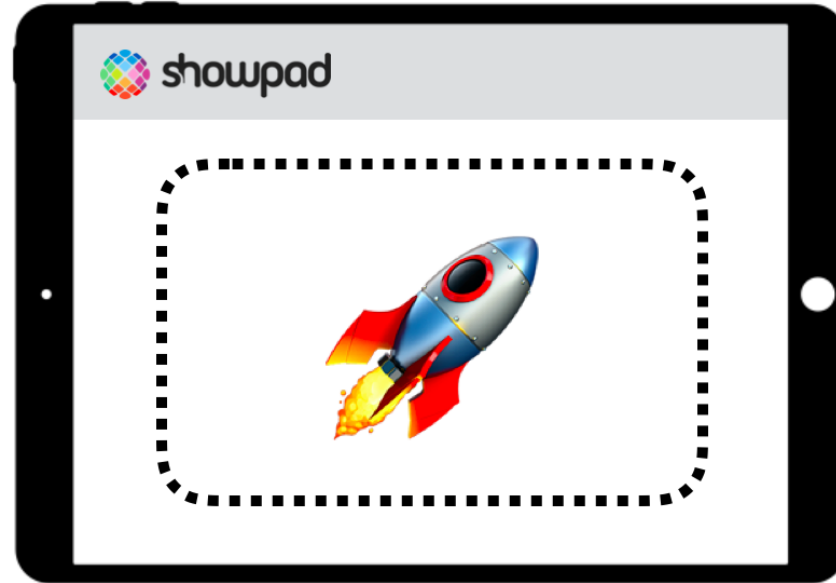
DIGITAL SUCCESS

requires great and unified experiences.

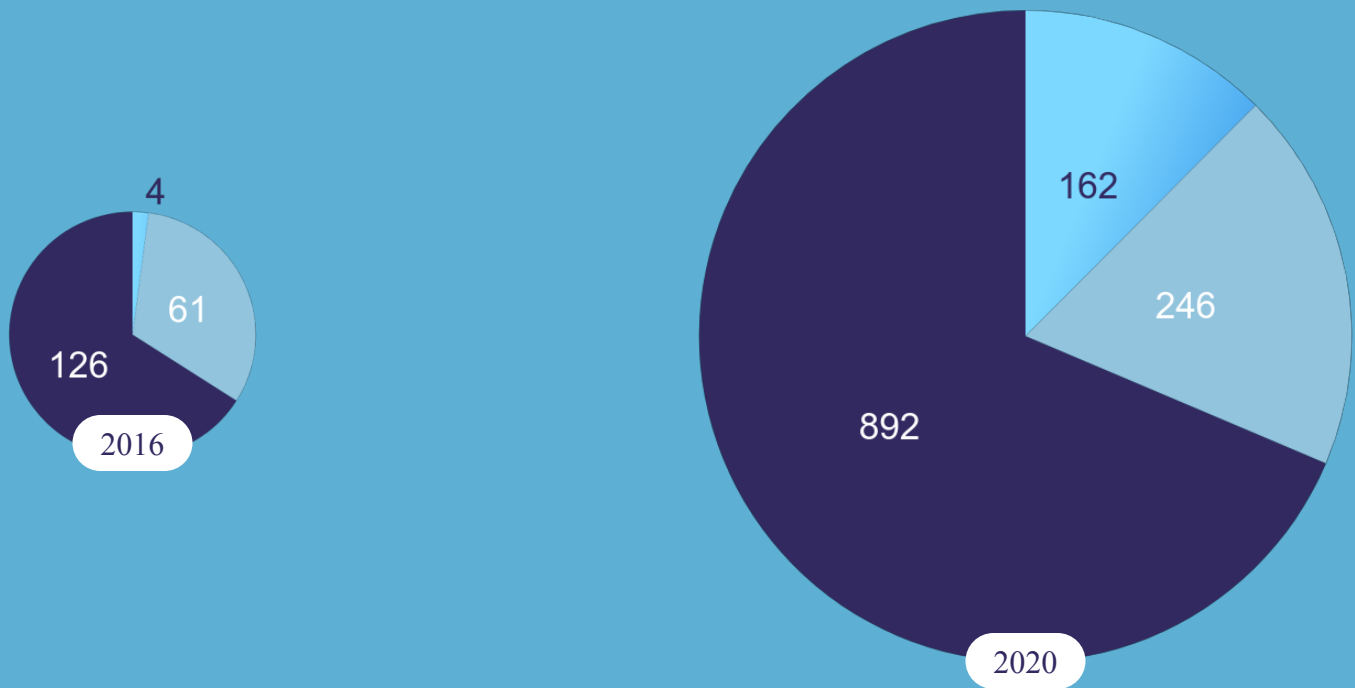








Powerful new technologies are growing explosively



Source data: Statista

Global market size in billion \$ for



AR /
VR



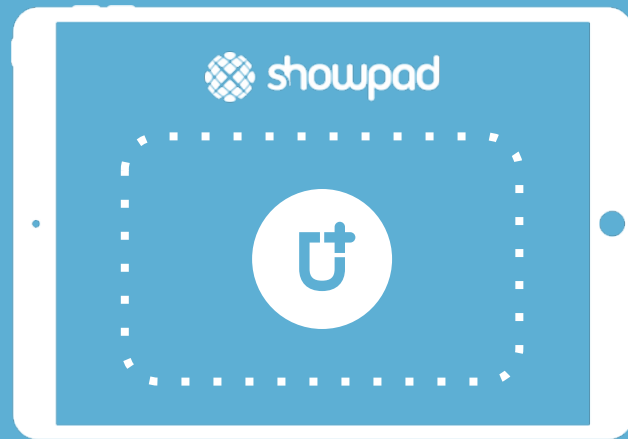
IoT



A
I

Custom Experiences ♥♥♥

- ✓ Toolbox: hit the ground running
- ✓ Ability to extend and integrate freely
- ✓ Deliver unified experiences





4 COMMANDMENTS

for building great digital products.

Building great digital products

Start with needs

We will help you see the bigger picture and define your digital roadmap, based on customer needs and business goals.



Building great digital products

Deploy or die

We will take your digital product from idea to launch. Best-in-class product design and engineering.



Building great digital products

Measure and grow

Setting clear business goals from the start allows us to refine and grow the product beyond a first release.



Building great digital products

Team and mandate

Small and multidisciplinary teams guarantee smooth collaboration, high focus and optimal ownership.





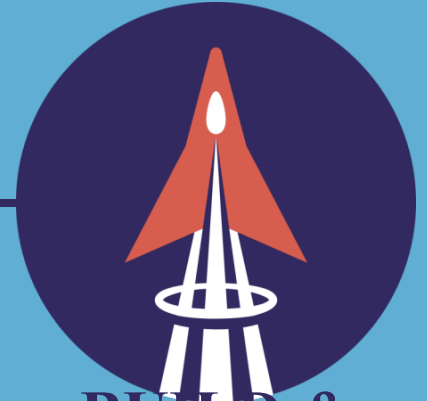
COMPAS
S



ATLAS
S



BLUEPRI
NT



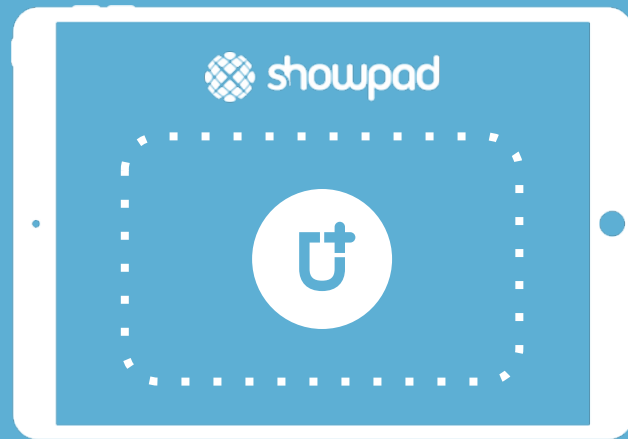
BUILD &
SHIP





The Result

- ✓ Ecosystem to build & integrate
- ✓ Unified experiences by nature
- ✓ Additional services, i.e. training





Let's talk.

aydin@inthe-pocket.mob

i

Call to action

David Warren

Summary

- Let's level-up together
- Will you give people and resources to train, certify and GTM together?
- We will give:
 - Tools that create distinction
 - A new market
 - Ongoing training
 - Ongoing GTM
 - A place in the universe of sales enablement

Thank you!

David Warren

Siska Lannoo

In The Pocket



Showtime
17

Any questions email
showtime@showpad.com