



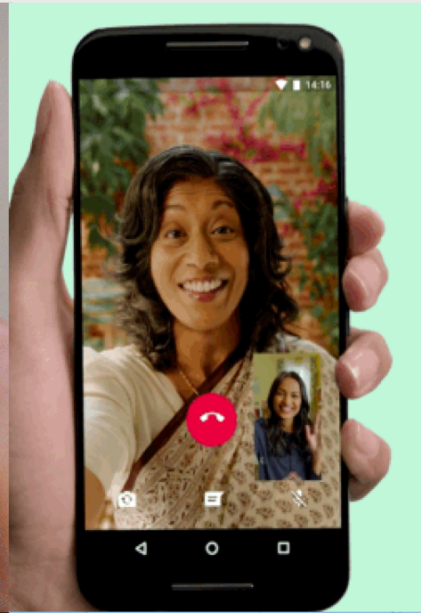
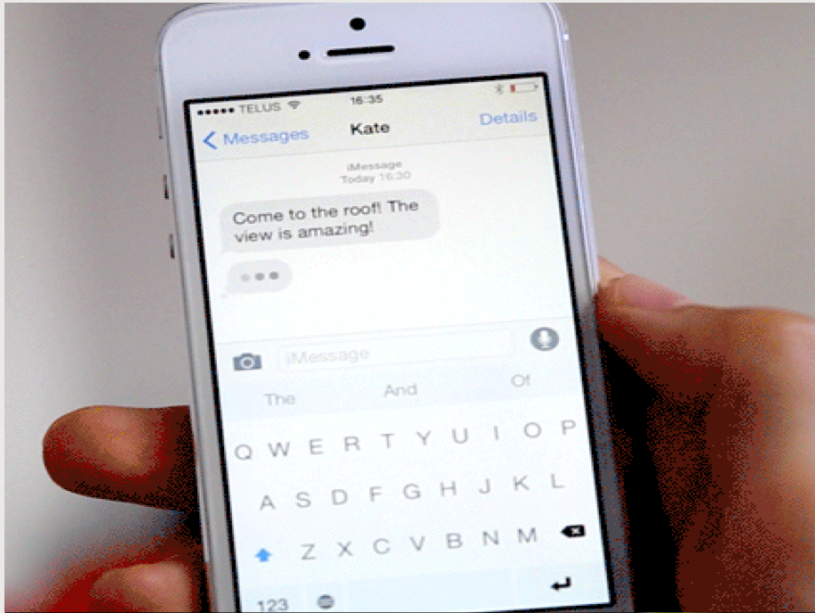
# Generation Digital

**Graham Mackay – Managing Partner**

@GendHQ / macg@gend.co

## **GenD: Transforming Retailers with Workplace by Facebook**










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Started  
 Facebook at Work  
Beta Program

Launch of  
 workplace

30,000  
organizations

2015

2016

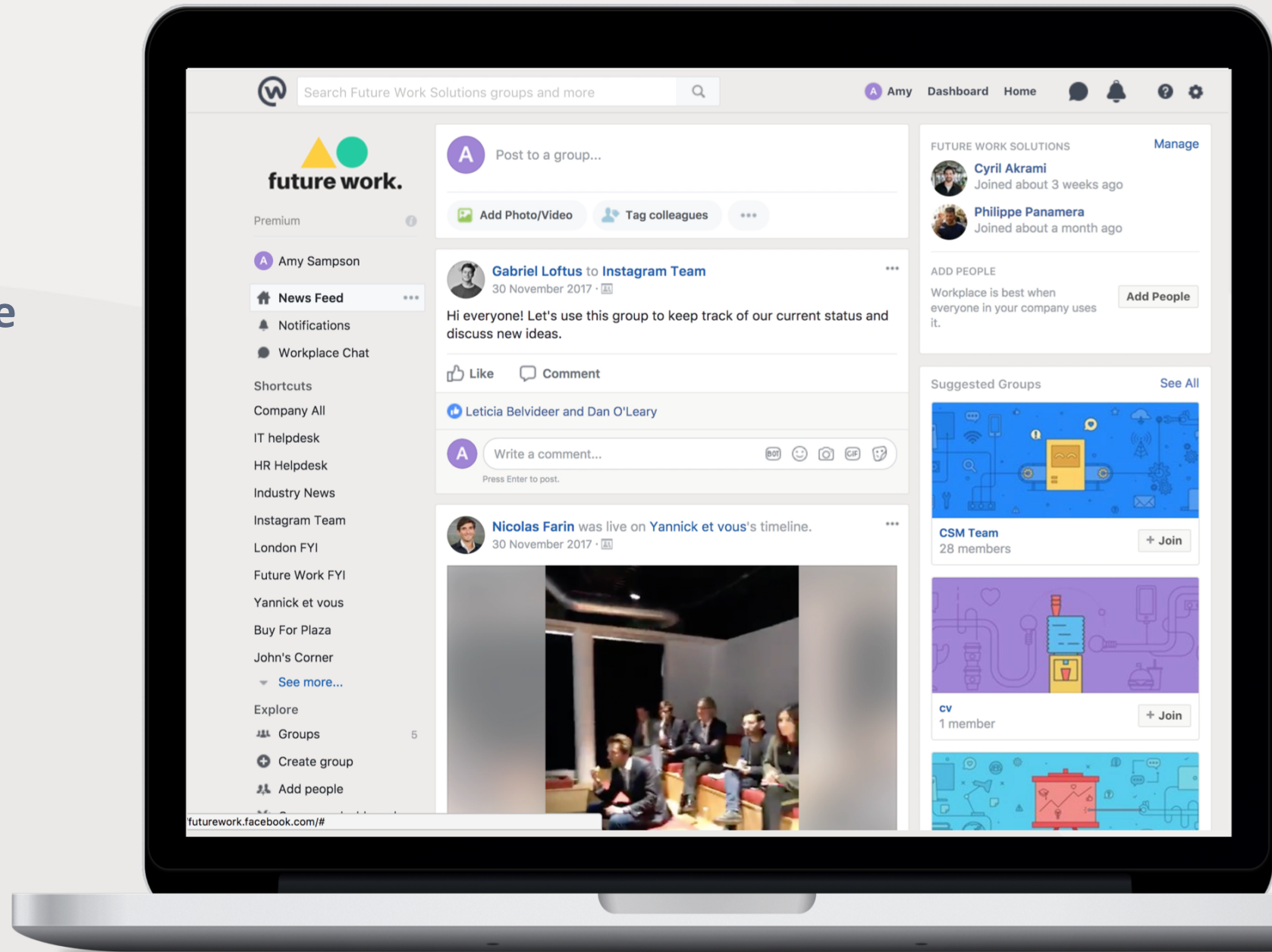
2017



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Workplace connects entire organizations to share their voice and discover new, better ways of working together







**Unlock human  
potential by giving  
the world a place  
to work together**



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### **Open**

Make better, faster decisions



### **Mobile**

Reach the whole team



### **Expressive**

Engage your audience



### **Integrated**

Integrate seamlessly  
with existing tools



### **Connected**

Enhance culture



### **Personalized**

Stay on top  
of the conversation



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### Mobile

Reach the whole team



### Expressive

Engage your audience



### Integrated

Integrate seamlessly  
with existing tools



### Connected

Enhance culture



### Personalized

Stay on top  
of the conversation



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**STARBUCKS®**

## Starbucks

“Something that could have taken weeks, if not months, to happen before Workplace, happened in one day.”

**Kevin Johnson**

CEO

**Employees:** 254,000

**Region:** Americas

**Industry:** Retail



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### Open

Make better, faster decisions



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Stay on top  
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# Walmart

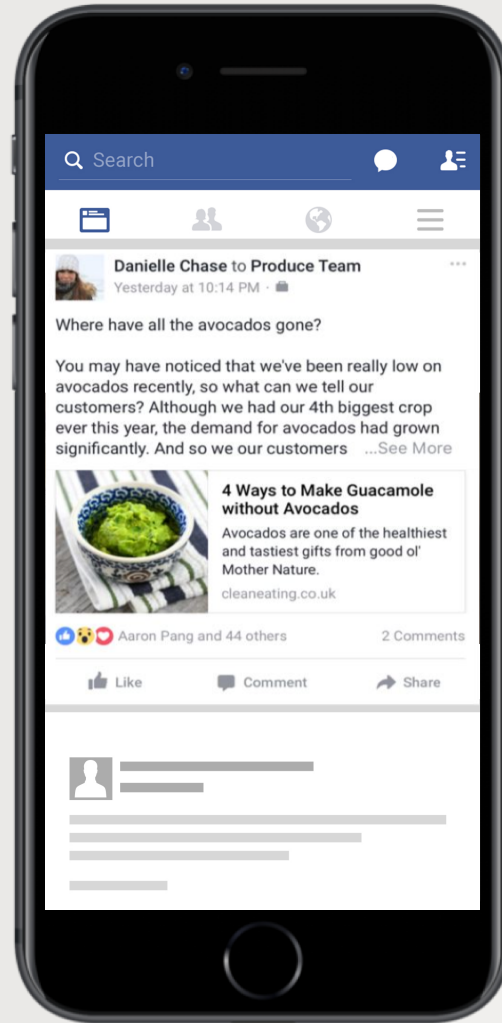
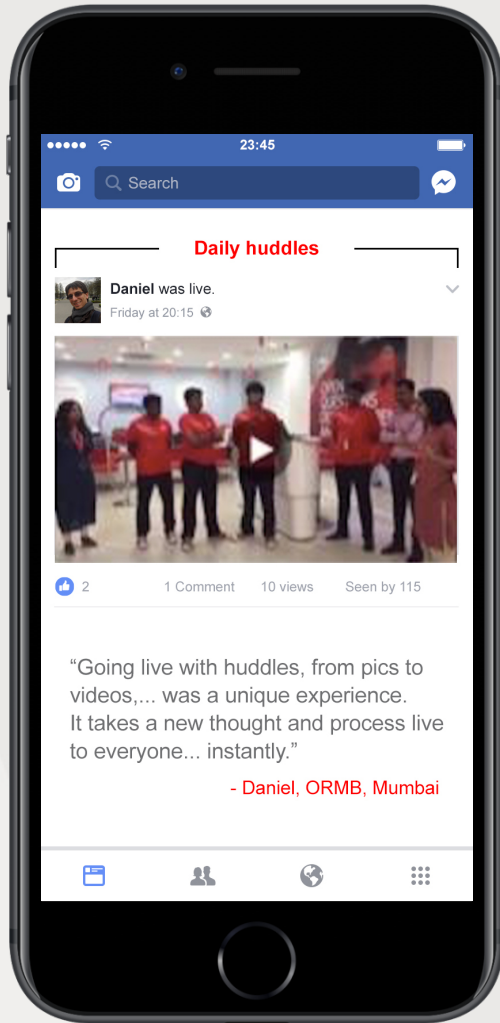


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## How Workplace is changing Retail

- Store communications
- Education and training
- Gathering customer feedback
- Shift management
- Product recalls
- Crisis communications (weather, KFC, etc)?

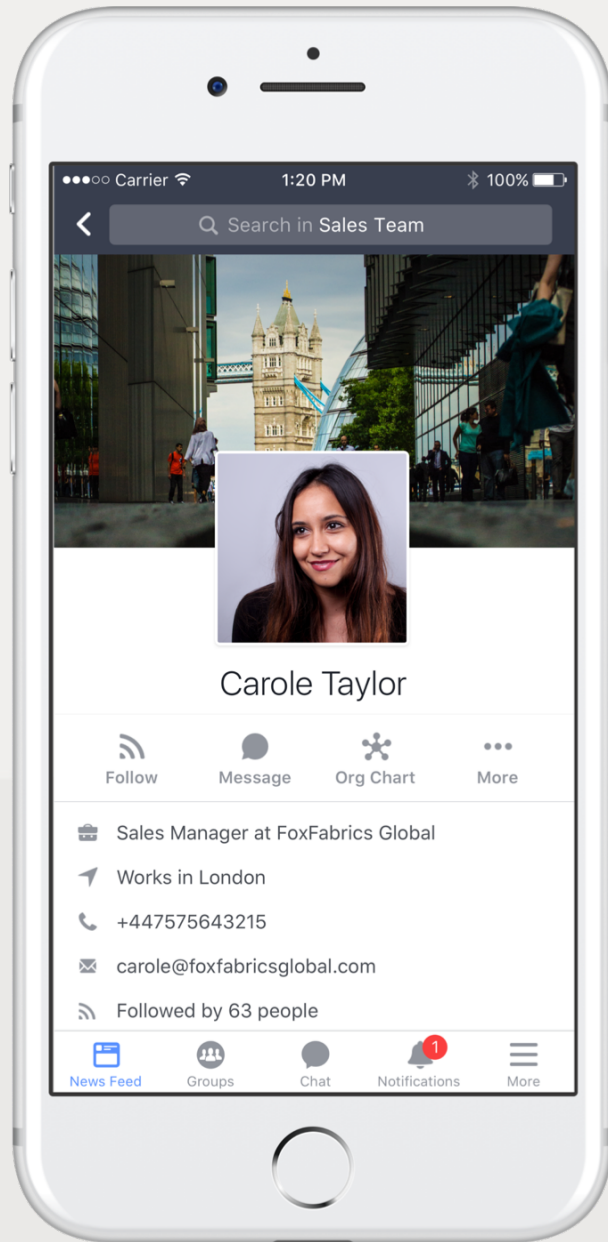




**How does Workplace work?**



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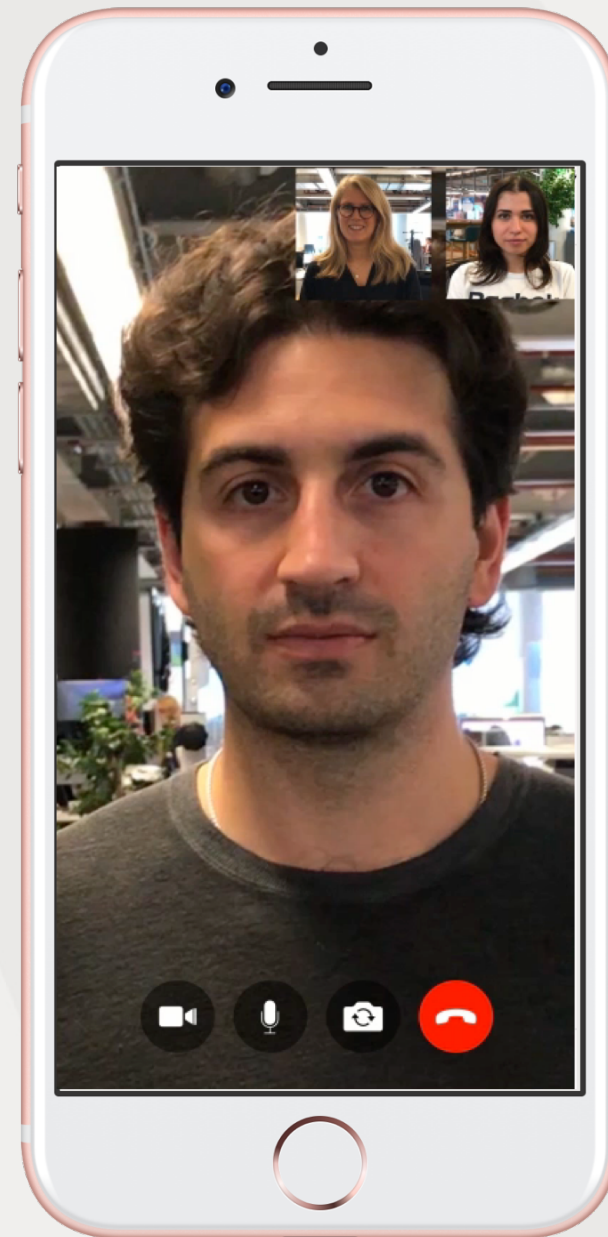
## Mobile and desktop apps

Stay connected  
anywhere with Workplace  
and Workplace Chat apps



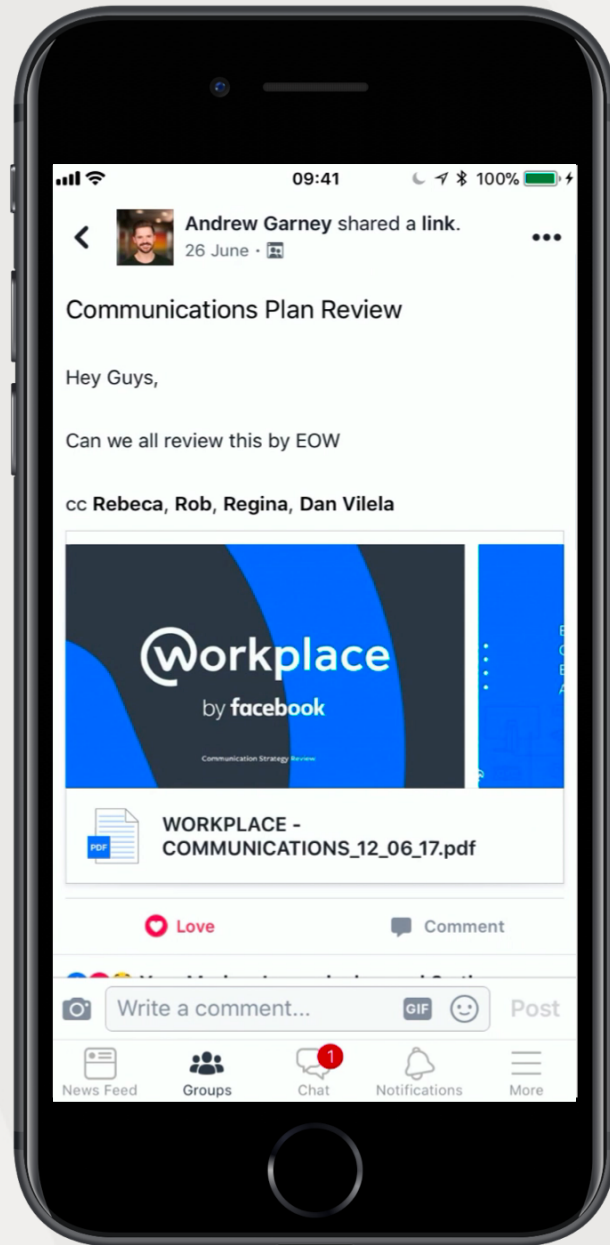
## Workplace Chat

Instantly message, voice  
or video call colleagues



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## Groups

Discuss and manage projects, share files and folders



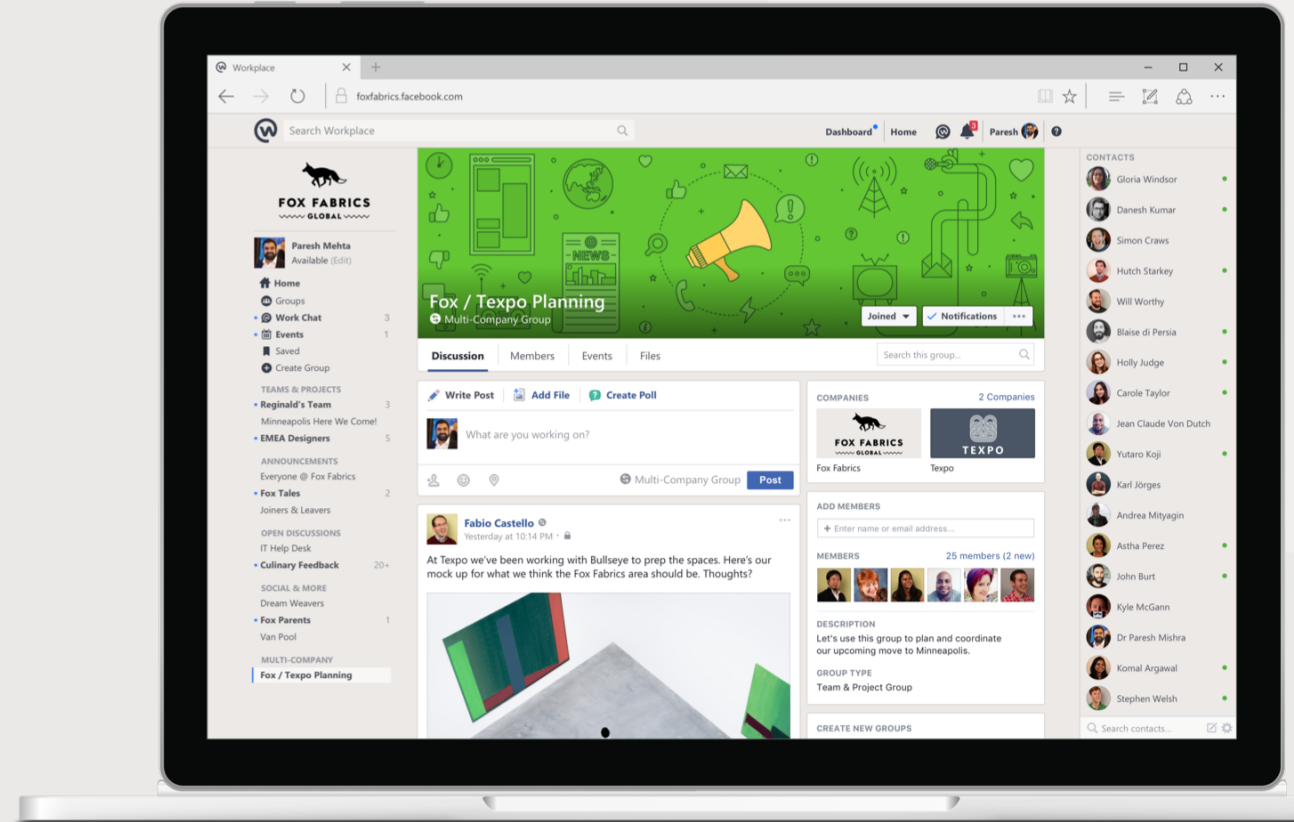
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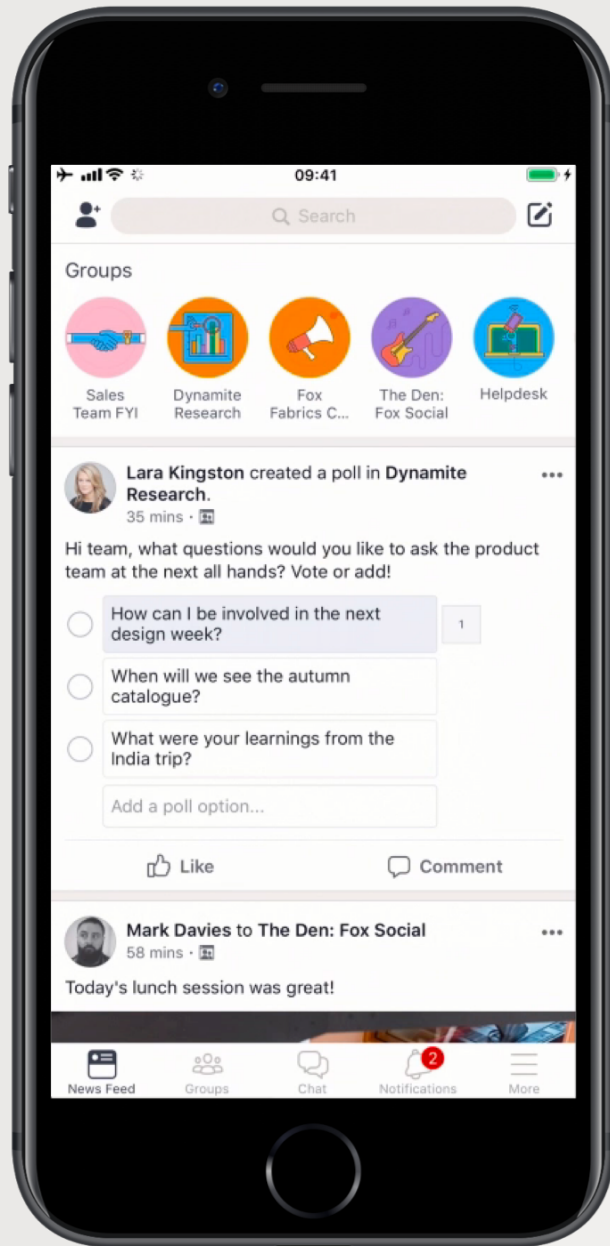




# Multi-Company Groups

Work with external teams in  
a secure, private space



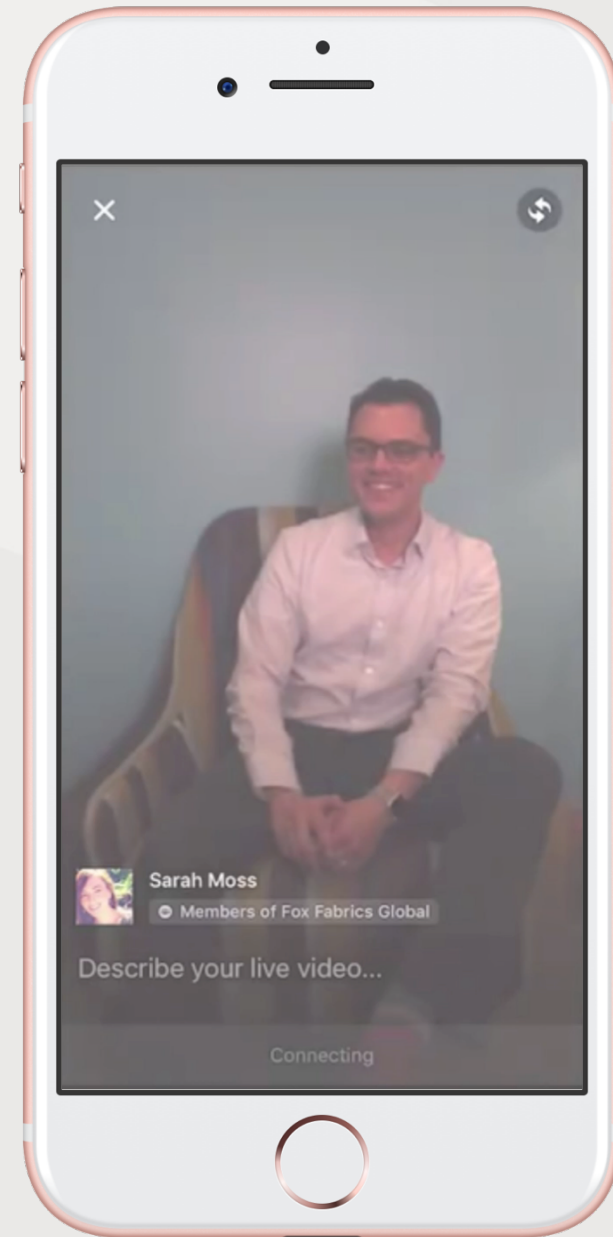


## News Feed

Receive a personalized feed of updates from your organization

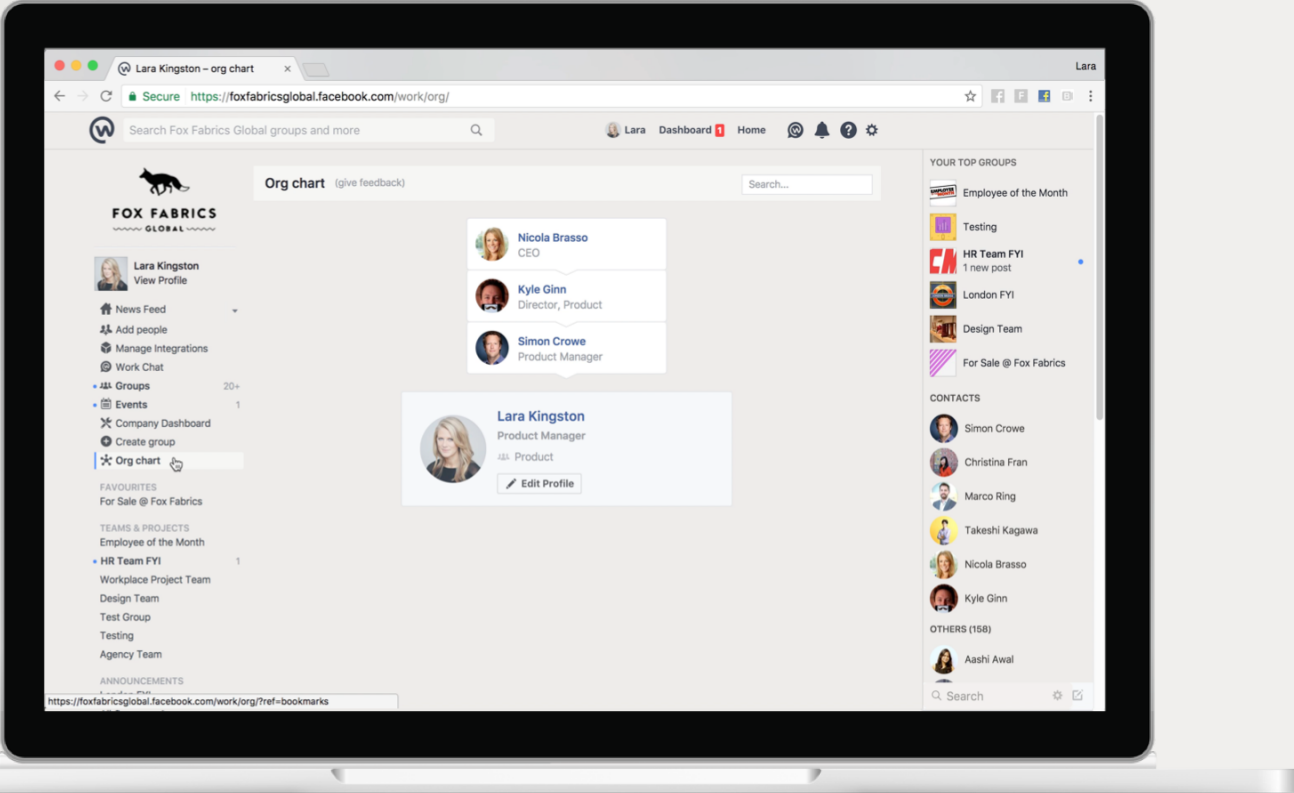
## Live Video

Start live video broadcasts to your team or entire organization



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## Org chart

Find and connect to co-workers  
across your organization





## Auto-translate

Automatically translate posts and comments into a different language



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## Custom bots

A bots platform, for  
software developers and IT teams



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A photograph of three business professionals in a modern office setting. A man and a woman are seated at a table, looking at a laptop. A third person is partially visible in the foreground. The background shows a large window with a view of a city. The text "Who's on board?" is overlaid in the center.

# Who's on board?



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## Workplace works for every company, every industry



A modern office interior with a high ceiling, exposed ductwork, and numerous pendant lights. In the foreground, a man in a yellow shirt sits at a desk with a computer monitor. In the background, a woman in a black coat and boots walks away from the camera. The office is furnished with desks, chairs, and plants. A large whiteboard is visible on the right wall.

How do I bring Workplace to  
my organisation?



# What drives successful Workplace launches?



Align on  
business  
drivers



Gain executive  
consensus



Ensure  
IT  
alignment



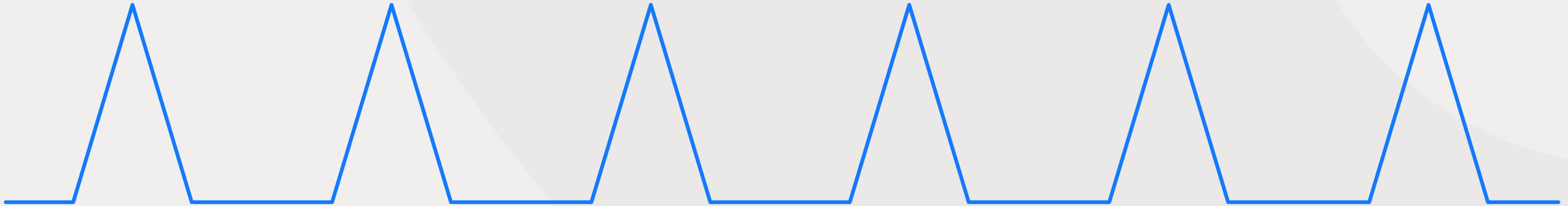
Build your  
project team



Engage your  
Workplace Partner



Identify a  
launch date



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# What does implementation look like?

Implementation for 5-10k employee organization



Two key workflows:



IT set up



Communications plan



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# Enterprise-Ready



## Data

You own and administer your data - modify, delete, or export it at any time



## Privacy

Facebook is certified under the EU-US Privacy Shield Framework



## Security

Industry-leading security controls and hosting operations

ISO 27001 certified

SOC 2 and SOC 3 reports available



## Customer Support

1:1 email support, 5 days a week, 24/h a day



## Admin Panel

Admins monitor usage, activity and access



No ads



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# Enterprise-Ready



## Single sign-on

Account management and administration



## Content integrations



## Identity integrations



## Custom integrations

box

Quip

OneDrive

Office 365

salesforce

Dropbox

okta

G Suite



zoom

BlueJeans



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## Pricing

# \$3/Month

(USD)

per active user

**Only pay for active users**

**No long-term licenses**

**No minimum commitment**

**Free**

Free for registered non-profits and staff of educational institutions



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**Get in touch: [macg@gend.co](mailto:macg@gend.co)**