

# Denodo Customer Success Program





# Scope

The mission of Denodo's Customer Success program is to exceed your business goals through optimal use of the Denodo Platform. The program focus is centered around providing guidance and action to maximize your value and outcomes.



## ASSESSMENT

An assigned Denodo Customer Success Manager will lead discovery sessions with new Prospects and existing Customers to capture and document objectives, use cases, milestones and success criteria. Presented in the form of a Success Plan.



## SUCCESS PLAN

The mutually developed Success Plan details the roles, training, tasks and services to be provided by both the Customer and Denodo needed to meet the Customer's milestones and success criteria.



## ITERATIVE PROCESS

Success Plans are continually built over the Customer's product implementation lifecycle to scale from Foundation to Use Case to Enterprise-wide deployment.





## Program Benefits



### VISIBILITY

Customer understands exactly what organizational and infrastructure resources are needed to meet their goals.



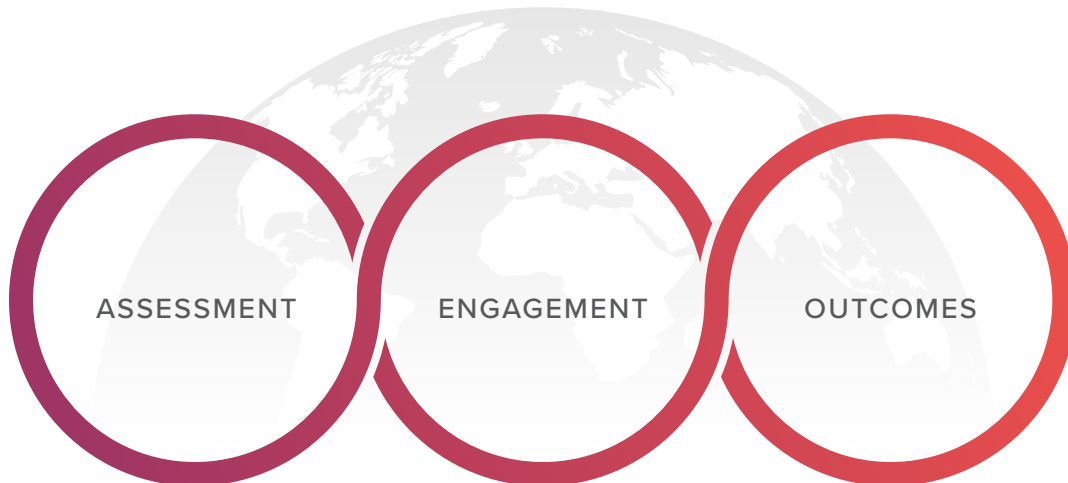
### BEST PRACTICES

Customer receives ongoing guidance and support for establishing architecture, implementation processes and best practices from day one of the customer's journey and experience.



### ALIGNMENT

Denodo and Customer can proactively plan and execute efficiently to meet the Customer's business and technical timelines and goals. Engagements are iterative to enable agile sprints that build on successful outcomes.



## Audience

Success Plans involve the entire Customer organization:



### IT DEPARTMENT

On how to develop, operate and manage the platform to lower costs.



### GOVERNANCE & SECURITY

On how to assure 100% compliance.



### BUSINESS

On how to leverage self-service to accelerate better decisions.



# Deliverables - Success Plan Core Components

## CONSULTING SERVICES & PACKAGES

- Identify the Subject matter experts (SME's) needed from Denodo and Partners;
- Pre-defined tasks & schedule for SME's & Customer
- Skills & requirements defined for Customer's IT, Governance and Business teams

## EDUCATION REQUIRED FOR CUSTOMERS TO PERFORM EACH PLAN TASK

- On-Demand Classes; Tutorials and Videos

## CONTENT NEEDED FOR EACH TASK

- Product Manual Sections; Knowledge Base Articles such as Best Practices

## PRODUCT & OTHER SOFTWARE NEEDED

- Product Versions to Download & Installation instructions; Denodo Connect components; 3rd party software needed
- Product Support engagement

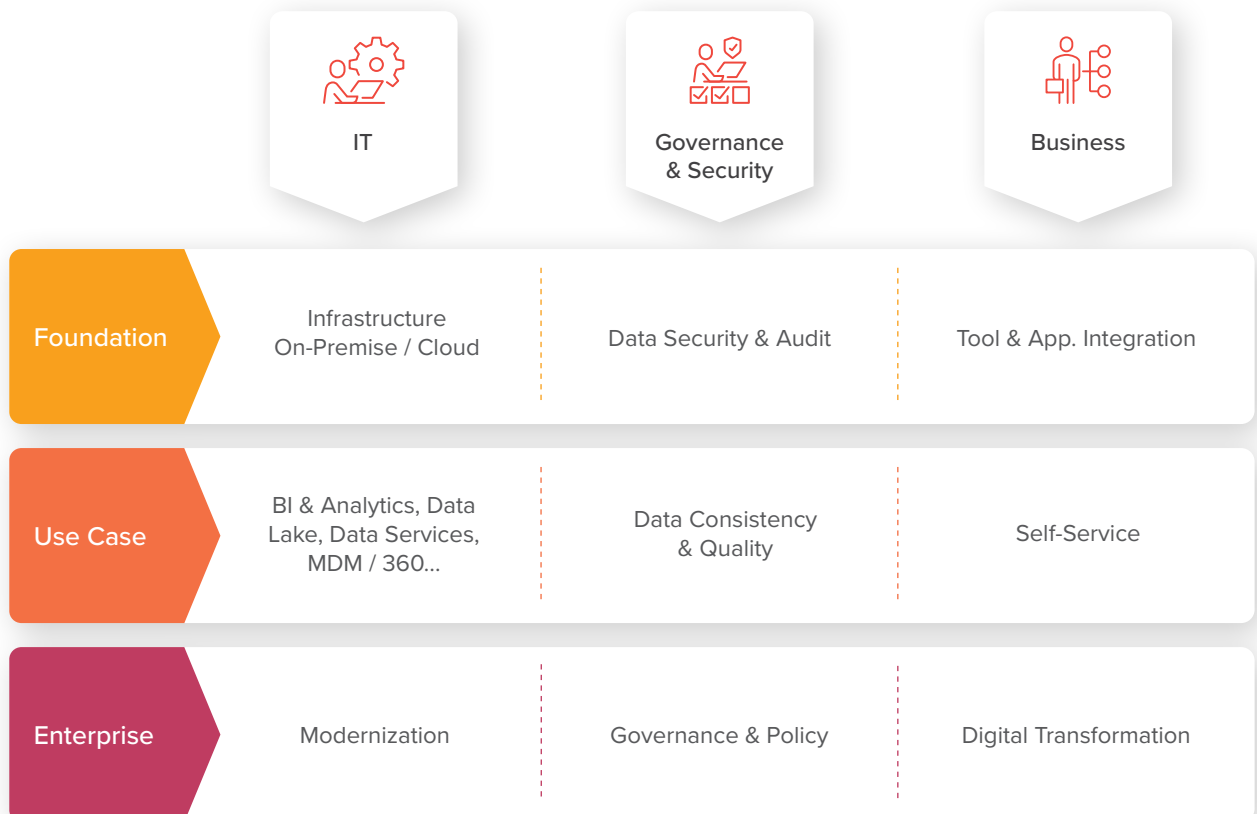
## ENGAGEMENT PROCESS

- Participant Identification & Role Definition; Requirements for On-site, Virtual (remote), Off-line work; Request for Assistance (via SME, Customer Success Managers, Support Site...)

## REPORTING

- Success Metrics to be Tracked; Task Completion Progress

## | CUSTOMER SUCCESS – FOCUS AREAS





## Next: Schedule Customer Assessment to Build Plan

01

### CUSTOMER ASSESSMENT

Collects Use Case, Milestones & Success Metrics

02

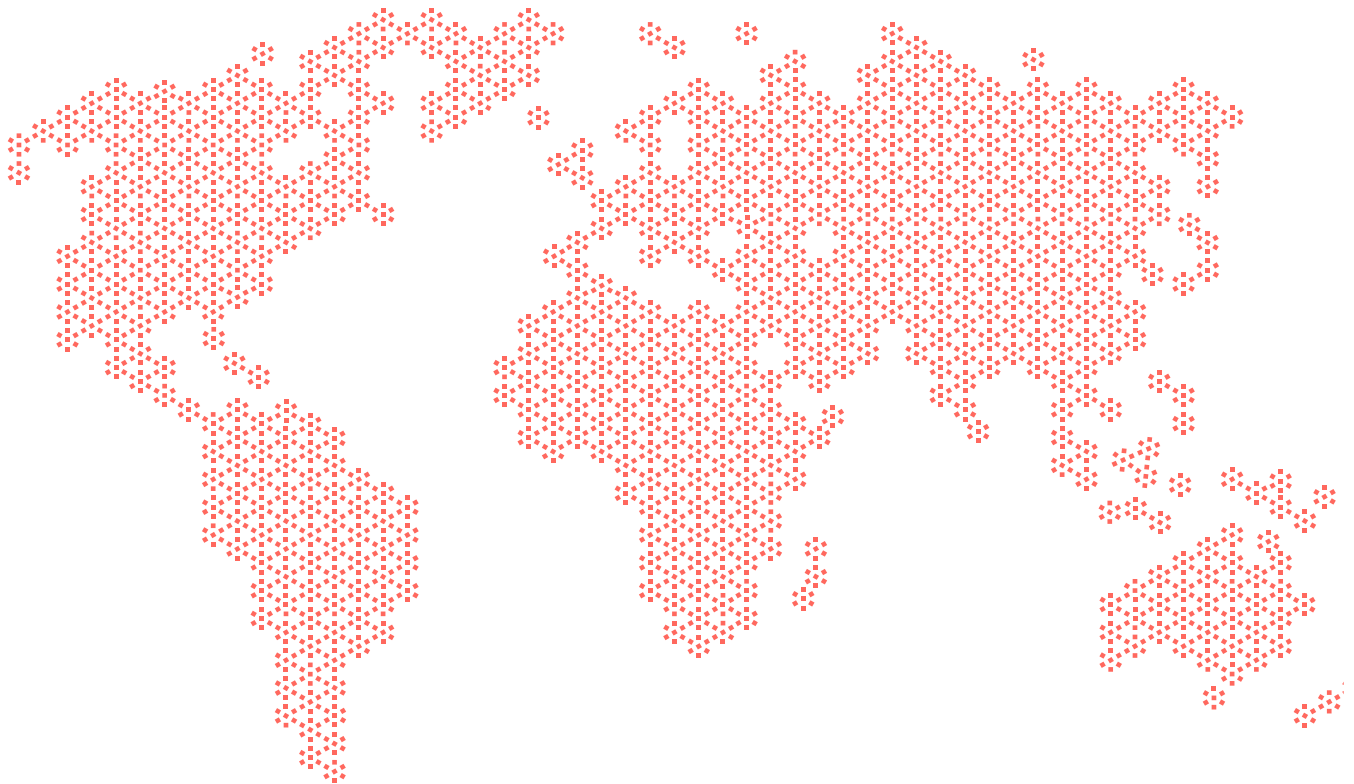
### DELIVERABLE:

**Success Plan**  
– defines the Tasks & Services

03

### START PROCESS:

- Date – agree on kickoff meeting
- Who – agree on who to be invited from your organization



Denodo Technologies is the leader in data virtualization providing agile, high performance data integration, data abstraction, and real-time data services across the broadest range of enterprise, cloud, big data, and unstructured data sources at half the cost of traditional approaches. Denodo's customers across every major industry have gained significant business agility and ROI.