

ZEE JAY INVESTS TO GROW YOUR ACCOUNTS

Drive Adoption, Retention, and Growth

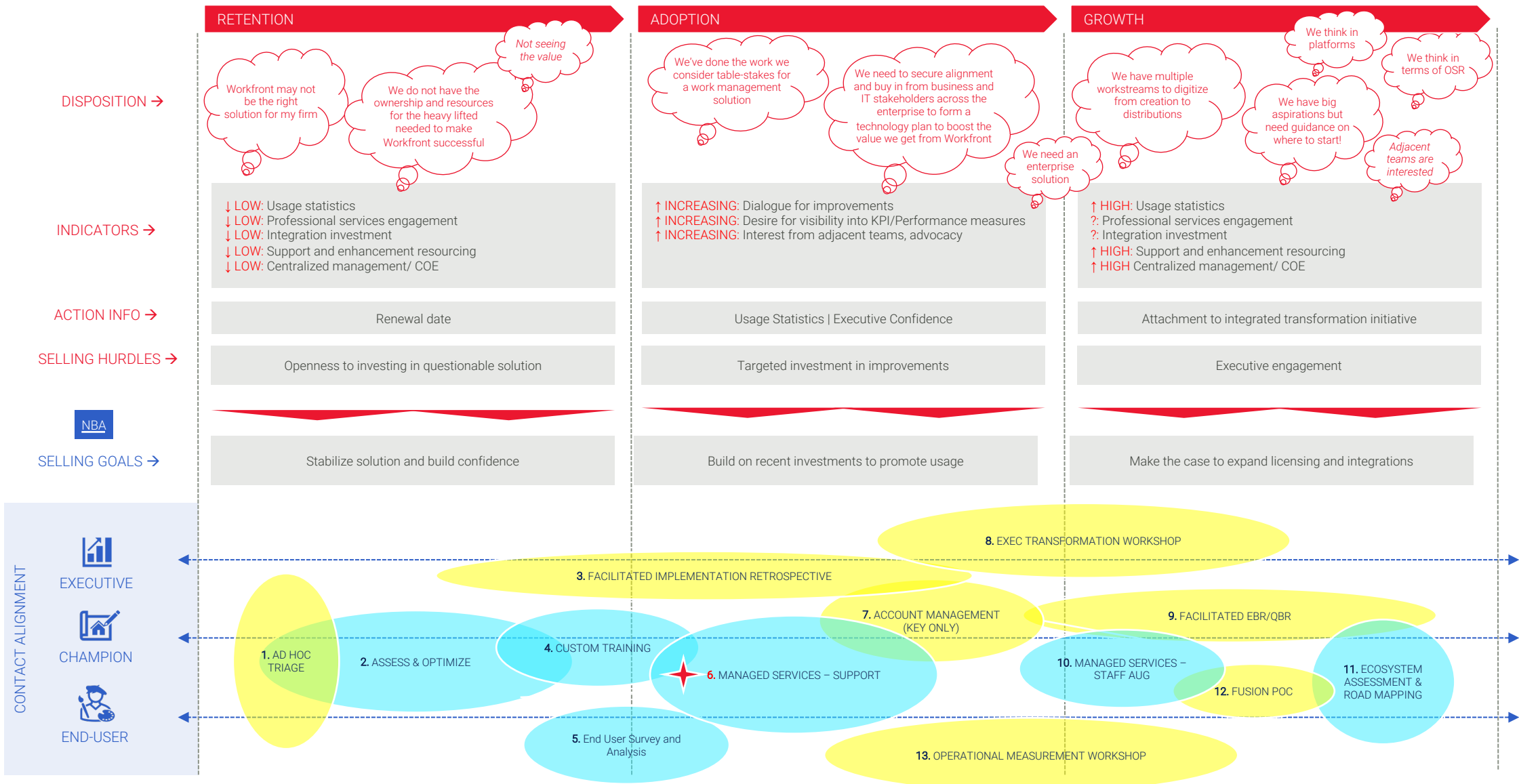
The following slides describe Zee Jay Digital's value-added Sales and Marketing support services available to you.

Our support services align with your client's unique account disposition.

Let us know which offerings you'd like to discuss.

ZJD Support by Account Disposition

For individual account: What is disposition? Who am I aligned with? What is best next action?



SAM Support - Offering Overview

	ZJD OFFERING	NEED(S)	DESCRIPTION	SELLING GOAL	SAMPLE WORK PRODUCT	BUDGET EST	SELLING MATERIALS ^
1	AD HOC TRIAGE *	Client is experiencing numerous tactical config challenges and needs quick relief.	Series of 1 to 3, 1-hour Q&A sessions with front line Zee Jay Consultant. Client shall prepare a listing of questions prior to call(s).	Stabilize solution	N/A - No documented solutioning	No cost/ ZJD investment	CUSTOM overview and agenda
2	ASSESSMENT & OPTIMIZATION	Users and managers are dissatisfied. Broad, non-specific need to address suboptimum Workfront solution.	Studied review of people, process and tech that contribute to the work management solution, and specialized resources to execute resulting enhancements	Stabilize solution and win buy in	Assessment: Functionality, adjacent systems, roles, process areas Optimization: Design, config, train	Assessments 8k to 20k Optimization: 20k to 30k	COLLATERAL available upon request
3	FACILITATED IMPLEMENTATION RETROSPECTIVE *	Client team members lack closure and distinct next steps	Methodical, constructive review of previous work effort intended to improve work going forward	Unlock potential dissatisfaction Define next steps and action plan	Independent pre-work followed by facilitated workshop	No cost/ ZJD investment	CUSTOM overview and agenda
4	CUSTOM TRAINING	Initial training was too generic Custom training perceived to be cost prohibitive Admins and users not using solution as intended, so not realizing full value	Workfront system training for end-use specifically designed for client process and configuration	Proper usage of solution to boost felt value	Training curriculum by role Preparation of training materials Live (in person or webinar) sessions	Various by user count	COLLATERAL available upon request (in Q1)
5	END USER SURVEY AND ANALYSIS	Champions do not have current understanding of end user functional and emotional satisfaction with solution and cannot track over time	Longitudinal tracking of user opinions, perceptions and feedback along key learning dimensions.	Stabilize solution and win buy in	Survey learning objectives Questionnaires Analysis and final report	2.5k to 16k May be incorporated into Managed Services es program (#6)	COLLATERAL available upon request (in Q1)
6	MANAGED SERVICES – SUPPORT	Solution does not receive the ongoing, expert support necessary to continually achieve operational goals	Full or partial outsourcing of system support Discounted rates and easy to engage	Install resources sufficient to run a and operate to meet operational goals	General support Application maintenance Training and enablement User adoption services	Pre-purchase blocks of hours for 3/6/12 months @ \$150 to \$200/hr.	COLLATERAL available upon request
7	KEY ACCOUNT MANAGEMENT *	Revenue potential of current customer has depth and complexity that warrants focused selling over extended time	Accountability for overall client satisfaction and achieving account growth	Scale selling team	Account planning Executive alignment Account based marketing	No cost/ ZJD investment	N/A
8	EXEC TRANSFORMATION WORKSHOPS *	Customer executive (or his/her leaderships team) has intent to invest further in program, but struggles to form vision, consensus and action plan	Facilitated workshops (5-10 hrs.) with leader and team to discover, design and deploy a program transformation roadmap.	Top-down commitment and budget	Independent pre-work followed by facilitated workshop Transformation roadmap, measurement strategy and investment plan	No cost/ ZJD investment	CUSTOM overview and agenda
9	FACILITATED EBR/QBR *	Lack of consistent cadence for leadership alignment of active workstreams	Structured review of achievements and progress made through the past year (or other time period.) Establishment of goals and objectives for the upcoming period.	Alignment with champion / executive sponsor	Period retrospective review Goals and objectives for upcoming period	No cost/ ZJD investment	COLLATERAL available upon request (in Q1)

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10	MANAGED SERVICES – STAFF AUG	Client desires extensive strategic and tactical resource to design, modify, deploy, and maintain solution Client is predisposed to T&M engagement and/or precise project scope is not possible Client desired dedicate key personnel	Dedicate partial or full FTE resource with individual capability to fulfill broad client needs Approach will vary by engagement	For clients willing to fund improvements, fulfill client need for deep capability to advance solution	Backlog Sprint planning Process design and requirements Design and development Training	20k to 40k per month for full FTE	COLLATERAL available upon request (in Q1)
11	ECOSYSTEM ASSESSMENT & ROAD MAPPING	Client leaders aspire to form an integrated technology plan to improve work, however a plan and consensus on path forwards remain unclear	Unique guidance and work management expertise to form a best practice future state and practical plan to realize benefits that unifies stakeholders	Align client stakeholders on integrated technology plan	Capability analysis Future state reference architecture Integration use case development Fit-gap analysis Dependency analysis Investment analysis Roadmap and action plan (multi-phase)	5k to 50k, depending on breadth and depth	COLLATERAL available upon request (in Q1)
12	FUSION POC *	Client is considering Fusion for automation and/or integrations but needs further proof and/or consensus across stakeholders	Live demos of actual integration and automation use cases	Poove Fusion support key use cases	Success criteria Workplan Development and testing Demo and/or Facilitated usage	No cost/ ZJD investment In addition, Zee Jay offers rebate on initial Fusion development services as incentive to purchase Fusion	CUSTOM overview and agenda
13	OPERATIONAL MEASUREMENT STRATEGY WORKSHOP	Client desires the ability to demonstrate the value of the work management program, justifying resources and continued investment	Methodical, collaborative, and constructive workshoping to develop measurement strategy, KPIs, & required reporting based on client’s business and work management program objectives	Create clear value measures to justify continued and expanded investment	Workshop agendas Measurement strategy SMART KPI identification Reporting requirements design	No cost/ ZJD investment	COLLATERAL available upon request (in Q1)