Session Structure

- *Guest Introductions*

- *The New Normal*

- *Employee & Customer Engagement Trends*

- *Panel Discussion*

- *Best Practices, Key Takeaways*

- *Wrap Up*

zadara

Introductions

Xceptional

zadara

Xceptional

Host / Mark Dallmeier:

Industry Veteran, Researcher, CSO/CMO for Various Cyber Risk, MSSPs, MSPs.

Expert / Jeff Francis:

Industry Veteran, GM, Zadara Compute Platform

Expert / Chris McKewon

Industry Veteran, Founder & CEO of Xceptional

Employee & Customer Engagement Trends

Gallup, Accenture, McKinsey Reports 2021

Xceptional

"PRODUCTIVITY: **Disengaged workers make 60% more errors** than engaged workers."

"RETENTION: **Engaged workers are 87% less likely to leave** the organization."

"REVENUE: Companies **with engaged customers** during the pandemic **drove sales**."

21%

of employees view themselves as "very engaged". **Overall engagement is around 36% per Gallup.**

35%

of employees plan to increase the frequency of **working from home.**

80%

of brands think they deliver a superior customer experience…**Yet only 8% of their customers agree.**

Customer Engagement: The Growing Rift

Accenture – Service is the New Sales Report 2021

62%, of buyers that make weekly B2B purchases have switched providers in the last 12 months.

36%, of buyers plan on switching in the next 12 months, which means…

80%, of frequent B2B buyers will have switched providers in the last 24 months, highlighting a growing trend that buyers are exploring options and embracing change.

*Among those same buyers, half have increased their average number of items per purchase and grown average purchase values with sellers who meet their needs and help them succeed. 91% of buyers are more likely to shop with sellers that recognize, remember, and provide relevant offers. **When asked what they want from their sellers, buyers' preferences bridge the digital analog divide to describe a <u>service-oriented, channel agnostic</u> relationship: competitive pricing, flexibility, <u>responsiveness</u>, value, and <u>ease</u>.***

Employee Engagement: Crossing the Chasm

Gartner – Top Priorities for HR Leaders, 2022

44%, of employees say they trust the organization's leaders and managers to navigate a crisis well. **49% of HR leaders say they do not have a future of work organization strategy.**

10%, of senior-level corporate positions are held by a woman from a racial or ethnic minority. **Confidence and trust in leadership is also undermined by a lack of diversity.**

54%, of HR leaders say their employees are fatigued from change. **Employees today can only absorb half as much change, before becoming fatigued** as they could before the pandemic.

*Leadership's ability to influence day-to-day changes and create trust and team cohesion share a common factor — **driving a positive employee change experience.** To create a positive change experience, leaders need to identify "moments of truth" the organization must get right, monitor the impact of day-to-day and higher-level change and empower teams to shape their own change experiences.*
This includes deploying new methods of engaging, communicating, and collaborating with employees.

Cloud, SaaS, PaaS: The Engagement Enabler

Worldwide Cloud spending projected at $482 billion in 2022, an increase of 21.7% from 2021, according to the latest forecast by Gartner, Inc.

93% say cloud is essential to remaining competitive in their industry, according to a Frost & Sullivan 2020 Cloud Survey.

83% say cloud is very or extremely important to future strategy and growth, according to a Harvard Business Review 2020 Cloud Survey.

85%

By 2025, 85 percent of companies will have containerized applications in production.

"Kubernetes Isn't Always the Answer (and Here's How to Determine Suitability)," Gartner

50%

By 2022, 50 percent of mission-critical applications will reside on public clouds.

"Building an Enterprise, Cloud Strategy", Raj Bala, Gartner

400%

After 2020, the number of employees working from home may rise 400 percent.

"What's next for remote work," McKinsey Global Institute

Panel Discussion & QA

How are customers rethinking employee and customer engagement?

How are organizations using Cloud, UCaaS, other technologies to drive greater engagement?

How can organizations evolve engagement practices and keep pace with the new normal?

Approach
Have you seen innovative or unique approaches to driving and improving employee and customer engagement?

Deployment
Are there certain technologies or applications being used to increase employee and customer retention and engagement?

Path Forward
How can organizations prepare for the new normal and stay ahead of ever-changing employee and customer preferences?

Takeaways, Wrap Up

Xceptional

zadara

Xceptional

Host / Mark Dallmeier:

Industry Veteran, Researcher, CSO/CMO for Various Cyber Risk, MSSPs, MSPs.

Expert / Jeff Francis:

Industry Veteran, GM, Zadara Compute Platform

Expert / Chris McKewon

Industry Veteran, Founder & CEO of Xceptional

Engagement Best Practices, Takeaways

Jeff:
- *Leverage consumption-based capabilities to remove friction and significantly increase pace of innovation.*
- *Use an agile approach to deliver innovation.*
- *Celebrate your teams and achievements of innovation.*

Chris:
- *Don't let technical debt hold your business back. Review your current technology stack and determine if it is meeting the needs of your customers and employees*
- *Reimagine how you can attract, engage, and support employees and customers; innovate.*
- *Brainstorm internally how to engage and support employees and customers in the future.*

zadara

Zadara Case Study

Mission: Create a nationwide mobile carrier in Japan - within half the typical timeframe required

Challenges
to success:
- First of its kind tech stack (open vRAN)
- Large infrastructure design but end-state build not certain until after rollout begins
- Build engineering, operations and governance teams at the same time as system build

Key Enablers
to success:
- ✦ Partners with flexible infrastructure and consumption-based models
  Need 100's of TBs of storage at a location, but unsure of Block / File / Object or HDD / SSD ratio
  Need more VPC's or Subnets or ELBs or VMs or Public IP's… just consume them

- ✦ Self-provisioning and detailed visibility into performance metrics
  Enables you to move fast, change fast, see results fast

- ✦ Premium support model to assist with complex provisioning and complex troubleshooting
  Add experienced support resources and designs when needed

- ✦ Agile approach to design, test, change, test, change, test (or clone, change, test) until correct
  Enables multiple "what if" scenarios regarding layout and configuration options

- ✦ Track and manage similar teams to major milestones, celebrate those milestones!
  Discrete application components will achieve milestones at various rates
  Functional > Monitoring > Performance > Backups > Change Ctl > Hardening > Reporting > Recovery

How We Can Help = The Portfolio

IT Network & System Architecture, Design, Implementation, Run, Operate, Maintain

Xceptional CARE

- Remote and Onsite Managed Services Support

- 24 x 7 Monitoring and Management of Desktop, Network, Phones, and Applications

- Multiple Support Levels to Fit Your Business, Budget

- Virtual CIO: Quarterly Technology Reviews and Reporting. Includes Strategic IT Planning, Updates to Plans, Standards, Maintenance, and Support Levels

Xceptional CONNECT

- Design, Deployment, and Management of Telepresence and Video Solutions

- Voice, Video, and Web-based Conferencing

- Real Time Communications on all Devices

- Cloud, UCaaS, Onsite, and Hybrid Communications Solutions

Xceptional CLOUD

- Strategic enterprise-class Data Center and Hosting Services. IT Software, Services, Applications, Email, and Network Solutions (Hosting, IaaS)

- Storage Solutions

- Backup & Recovery Solutions (BaaS)

- Compliance as a Service Solutions (CaaS)

- Virtualization

Xceptional NETWORKS

- Networking Solutions Driving Technology and Business Operations

- Routers/Switches

- Wireless Mobility Solutions

- Security Solutions and Security as a Service

- WAN Optimization

zadara

Transforming Employee & Customer Communications & Collaboration

Cisco Webex Calling

- ❑ *Webex Calling is a complete enterprise-grade cloud calling and team collaboration solution offered through a flexible subscription model.*
- ❑ *Comprehensive PBX features*
- ❑ *Enhanced experience for mobile devices*
- ❑ *Tight Integration with Webex Meetings/Messaging*

Cisco Webex Contact Center

- ❑ ***Software-as-a-Service (SaaS) cloud solution,*** *Webex Contact Center's best-of-breed platform brings your business the innovation, flexibility, scalability, and agility of the cloud without sacrificing security*
- ❑ ***Digital-first customer experiences*** *– when you want, how you want it*
- ❑ ***End-to-end customer experience*** *management*
- ❑ *Next-generation, fully customizable platform*

Engagement Key Takeaways

Mark:

- *Expectations of employees and customers are changing; survey and interview employees and customers in creative ways to understand their preferences.*
- *Cloud and new collaboration and communication platforms can help bridge the gap. Reallocate IT spending to rapidly test and deploy new services to drive engagement.*
- *As the new reality and other market dynamics play out, additional change may be required. Focus on improving your internal ability to navigate change.*

QA, Wrap Up & Next Steps

- ## *QA*

- ## *Offer: Cloud, Connectivity, Communications Assessment*

  - ### *Requirements review*
  - ### *Technology review and evaluation*
  - ### *Spending review and evaluation*
  - ### *Summary and recommendations report*

  info@xceptional.com

xceptional   zadara   CISCO Partner

Thank You!

xceptional.com | 858-225-6230