

PENDOMONIUM 2023

Digital Adoption Center of Excellence:

What it is, why you need one, and how to
get started





Cheryl Coleman

Senior Manager, Red Hat

Red Hat is the leading provider of enterprise
open source software solutions.

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A game changer



The Digital Adoption Center of Excellence

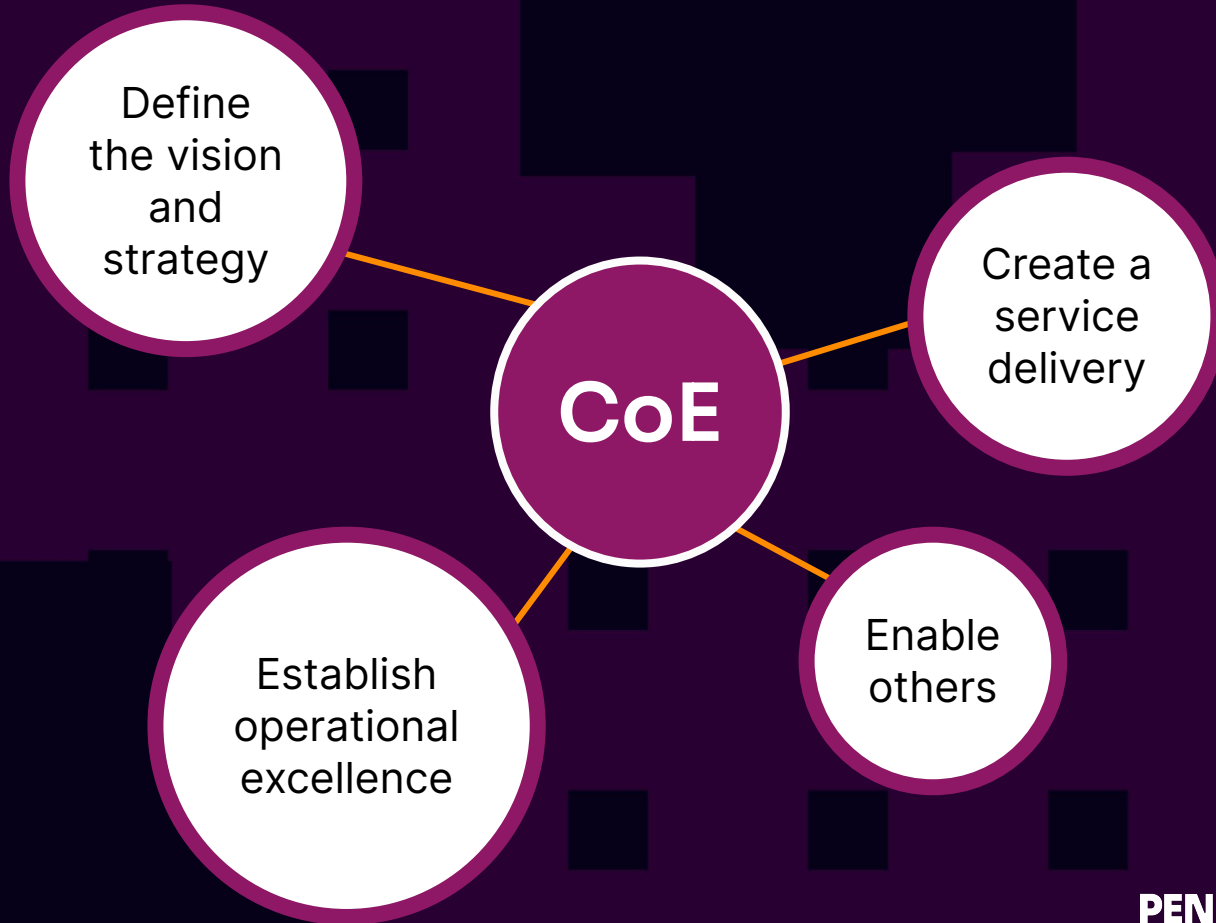
Agenda

- The Why
- The How
- Success Stories
- The Pendo Roadmap

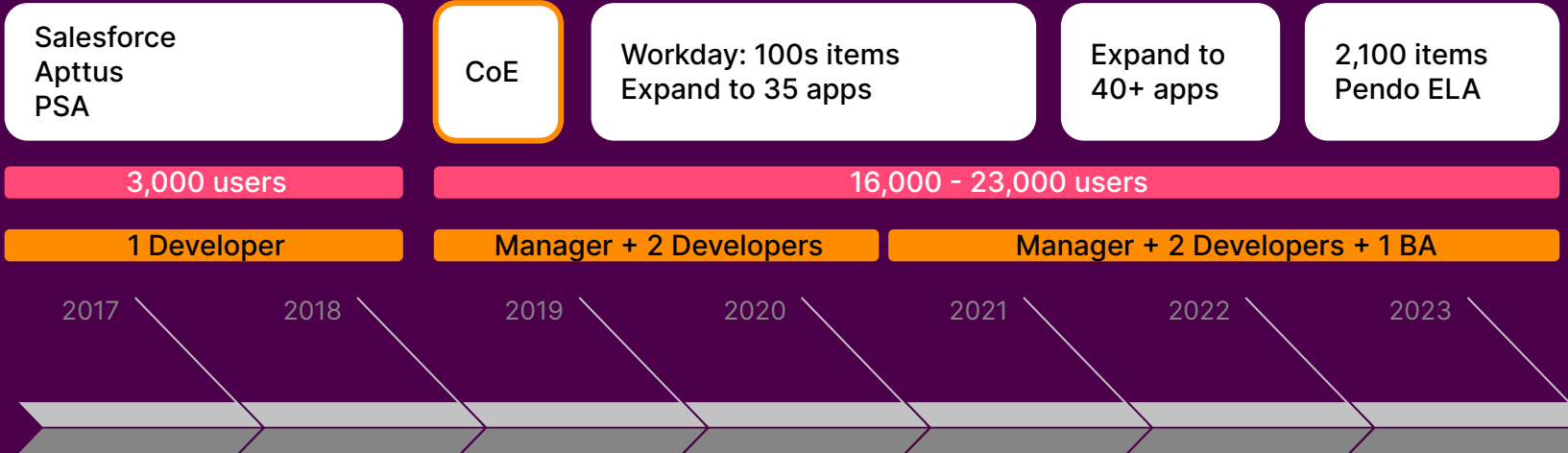
The Why

- Just-in-time enablement
- 70+ business processes
- Available on-demand, during the flow of work





Our footprint



The How

Our focus areas: how we define and measure value

- Enable Red Hat growth and change
- Maximize the ROI of our systems and initiatives
- Improve associate experience and engagement



Guiding principles



**Leverage Red
Hat branding:
Adopt a
comfortable
look and feel**



**Recognizable
name:
Guided help**



**Available and
helpful, not forceful**

Opt in to content



SAP Concur | Travel | Expense | Approvals | Reporting | App Center | Support | Help | Profile | User

Red Hat

+ Start a Report | + Enter Reservation | + Upload Receipts | 00 Required Approvals | 00 Available Expenses | 01 Open Reports

MY TRIPS (0) →

ALERTS

As an employee of Red Hat, Inc., you are eligible for a free **Tript Pro** subscription. [Learn More and Activate](#) Not right now

COMPANY NOTES

Helpful Links

- [Global Expense + Travel Source Page](#)
- [Global Expense + Travel Policy](#)
- [Apply for a Corporate Credit Card](#)

Read more

MY TASKS

00 Required Approvals → Great! You currently have no approvals. ✓	00 Available Expenses → You currently have no available expenses. ✓	01 Open Reports →
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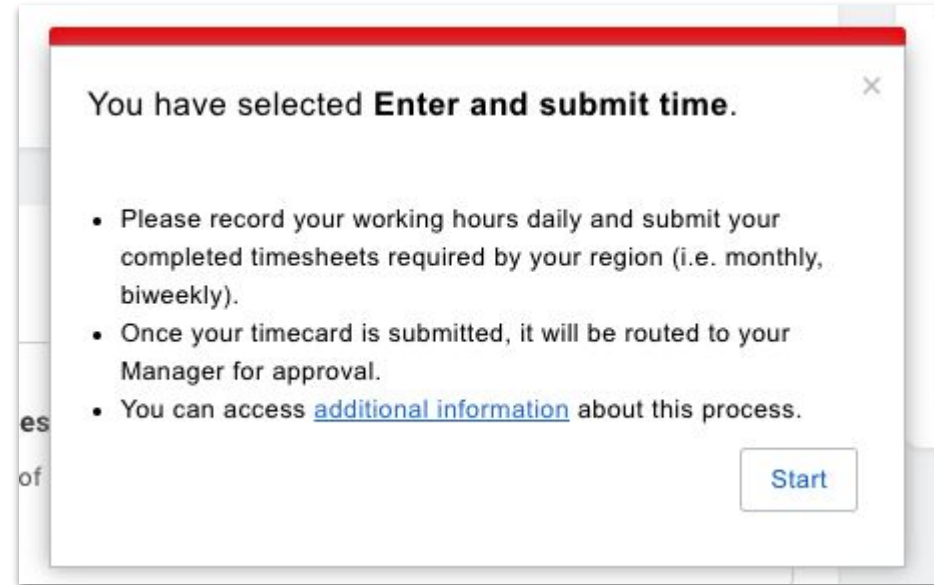
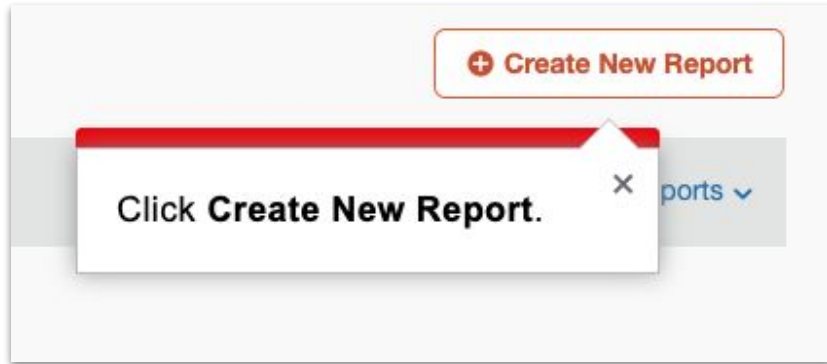
SAP | SAP Concur | Service Status (US2) | Contact Support | Cookie Preferences | Last signed in: 05/08/2023 11:21 am | © Copyright 2023 - SAP Concur - All Rights Reserved

Guided help



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Opt in to content



Opt in to content



The screenshot shows the Red Hat Absence Calendar interface. At the top left, there is a 'MENU' button and the Red Hat logo. The main header is 'Absence Calendar' in a red bar. Below the header, there is a 'Show me how' button with a red hat icon. A tooltip is open over this button, titled 'Make a selection below:', and contains three buttons: 'Request absence', 'View absence calendar', and 'Correct or cancel time off'. The main content area includes instructions to 'Click and drag on the calendar or select date range.', two buttons for 'Select Date Range' and 'View Teams', and a 'Balances' section with a 'Today' button and navigation arrows. The calendar itself shows the month of September, with 'Sunday', 'Monday', and 'Tuesday' visible.



The screenshot shows a form field labeled '*Type' with a red question mark icon. Below the label is a dropdown menu with a search icon on the left and a close icon on the right. The dropdown is open, showing a single option: 'Paid Time Off (PTO)'. There is a small menu icon to the right of the option.

Opt in to content




Welcome to Quip. ×


If this is your first time here, you will need to connect Quip to your Salesforce account.

[Connect Now](#)

Do not show this again.



Red Hat
IT Digital
Adoption Team





Published Assets

- 199 Step-by-step guides
- 374 Tool tips
- 46 **Show Me How** badges
- 26 Announcements
- 24 Resources
- 3 Surveys



Understand request:

1. Customer request

2. BA: Discovery

Draft content & review:

3. Dev A: Builds content

4. Dev B: Peer review

6. Dev A: Edits content

5. BA: Peer review

Demo & approval:

7. Dev A: Demo with customer

8. Customer approves

9. Dev A: Change Mgmt Approval + Publish

Report and iterate:

10. Dev A: Analytics

11. BA: Analytics



Skill sets for your CoE talent

Skills



Think like a CEO

- Align your priorities to your org's strategic goals
- Build your roadmap on that vision
- Identify and share value stories



Skills



2

**Think like an
enablement pro**

- Identify the specific behavior you are trying to drive
- Keep it simple
- Surface existing content

Skills

3

Think like an expert in UX



- Consider the paradox of choice
- Avoid banner blindness

Skills



4

**Think like a
data analyst**

- Analyze and explore
- Create visualizations
- Problem solve



What we're not





Success Stories: Making Impacts

Concur: Validate Receipts



Concur: Validate Receipts



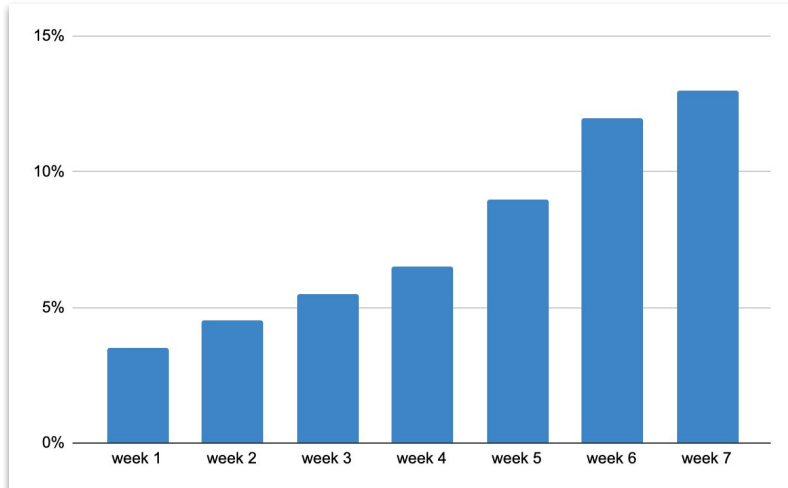
Before approving this report, make sure the information for each expense matches the receipt.

[Learn more](#)

Send Back to Employee

Approve

Approve & Forward



Salesforce: BU Guidance Case



Opportunity Information

Is this in reference to an opportunity?

Opportunity Name

Account Number

RHT Login(s)

SKU(s)

QTY(s)

Region (If no opportunity)

Deal Term

Is this an end of quarter deal?

Additional Information

Reason for Case

Product Configuration

Related Agreement

Description Information

Subject

Description

Deal Size:

SYB: \$xxxK - (Renewal \$xxxK - Net New \$xxxK)

TB: \$xxxM - (Renewal \$xxxK - Net New \$xxxK)

Discounts for Approval: Already received Lx Approvals - (NAT Tier - \$xxxK-\$xxxK)

RHEL: xx% (xx% off-NAT) xx% Historical discount, Effective Discount % (% off NAT)

Products/Total Revenue: RHEL - \$xK

Click **Add Template** to automatically include baseline data in the Description field.

- Next, update the required information in the template before submitting your BU Guidance case.

[Add Template](#)

Success Story



Pain Point:

16 hours

The amount of time required to close a BU Guidance case when submitted incompletely



Wins:

77 cases x 16 hours =

1,232 hours saved

+ Reduce sales cycle times



Salesforce: Non-standard Contracts



Complete the required **Notes** in this field to provide more information on the Non Standard Elements selected.

- For each Non Standard Element you selected, click the corresponding button to view the required information for that Non Standard Element type.

Affiliates Products not ordered w/pricing

Annual payments 3yr deals<150k

Invoice/Payment/Finance terms

One Time Discount Remix Language

Renewal Language Special Discount

Taxes Language Buffer/True-up

Upgrade Language

Volume Discount Table Grandfathering

GPS

--None--

--None--

--None--

--None--

Draft

Acquisition language

Additional Subscriptions/Co-term languages

Affiliates

Annual payments 3yr deals<150K

Auditing/Reporting/Inseptions

Buffer and True-up

AFFILIATES

Additional Subscriptions (Yes/No, if yes please provide Co-Termination date):

Description

Contract Name

Contract Complexity --None--

Complexity Detail --None--

Revenue Contract Complexity --None--

Contract Type --None--

Product Type

Available	Chosen
Amentra	
Channel	
JBoss	
RHEL	

Internal Customer Sales

Paper Source --None--

Date Contract Assigned [8/17/2023 11:08 AM]

Contract Stage New

Completed Date [8/17/2023 11:08 AM]

Success Story



Pain Point:

8 hours

The amount of time required when a contract goes back and forth for corrections



Wins:

137 contracts x 8 hours =
1,096 hours saved

+ Reduce sales cycle time





2,328 hours saved

Success Stories +



**Partner with your customers to
explore additional wins**





A game changer



**Where are we
going next?**



**What challenges you are encountering
in the workplace today?**





Data-Actualization

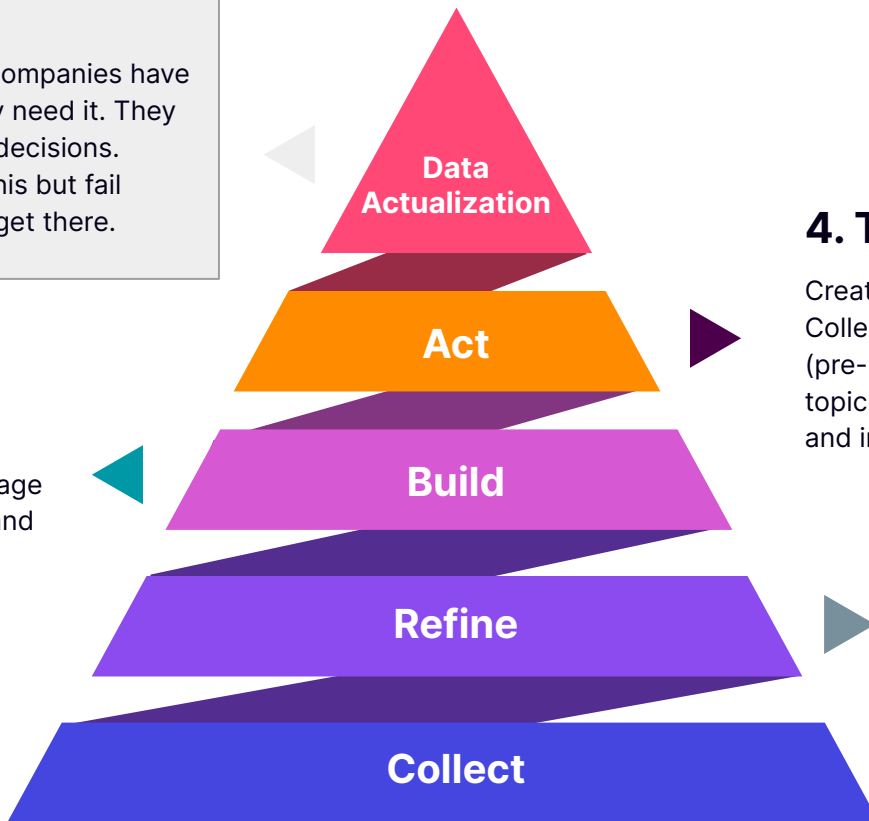
Data informed product teams and companies have the right data where and when they need it. They make better product and business decisions. Many companies want to achieve this but fail because they didn't have a plan to get there.

3. Build Reports

Establish tables & graphs that describe or compare product usage and/or user behavior over time and other important metrics.

1. Collect Data

To start, you just have to collect the data you need. Accounts, visitors, metadata, just figure out how to get it.



4. Take Action

Create dashboards that can be used. Collections of reports and widgets (pre-built reports) about a particular topic or objective that can be shared and inspire action.

2. Define Metrics

Start turning your data in standard and custom metrics. Use them to standardize measurement of product performance and user behavior.


Pendo's Hierarchy of Product Analytics

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pendo For Employees

Improves usage and productivity of workforce software

KEY USE CASES


 Employee productivity

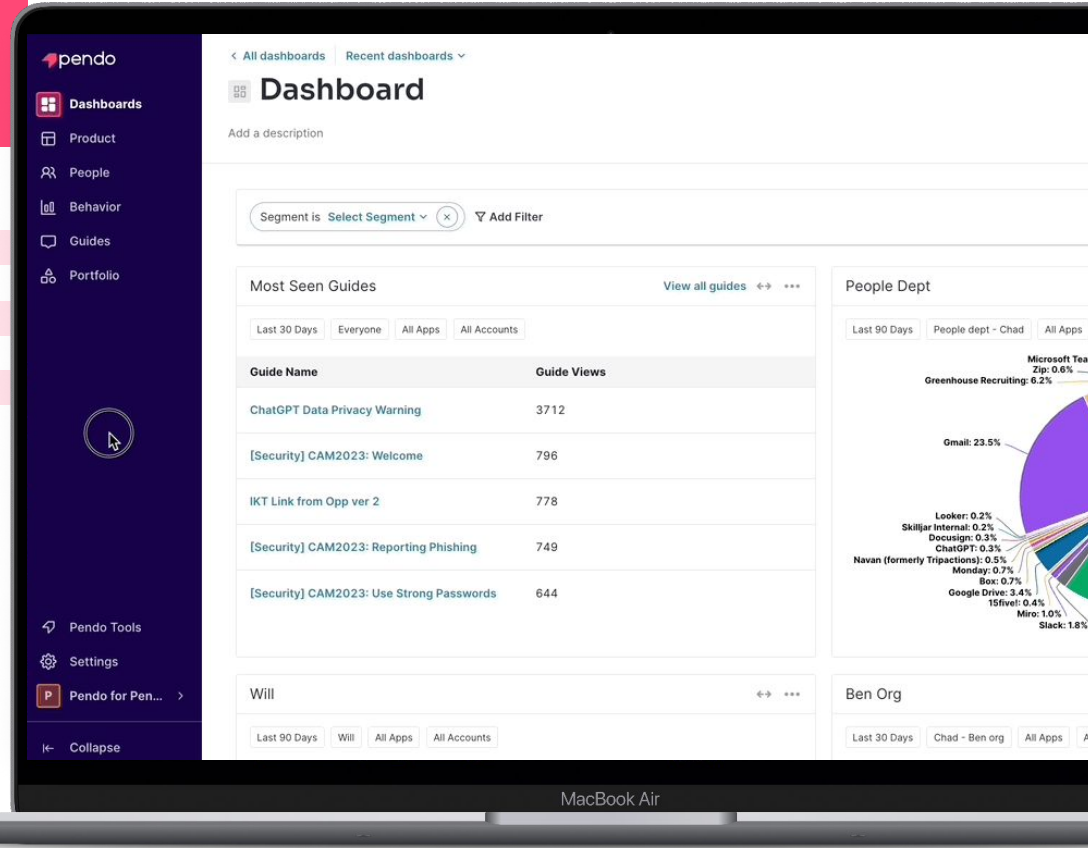
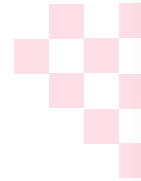
 In-app support

 Governance and compliance

 SaaS portfolio management

 Employee experience

 Change management





Pendo Product Experience Platform

Across web & mobile

Analytics

In-App Guides

Discover

Replay

NPS

Enhanced by Pendo AI
Machine learning & generative capabilities

Quantitative Data

17 Billion events added a day



Qualitative Data

Polls, surveys & requests



Visual Data

Video playbacks of user behavior



Integrations

SFDC, Zendesk, Jira, & more

A comprehensive integrated data layer you can **trust**



Pendo Professional Services

A comprehensive approach to your success across a variety of offerings.

STRATEGY CONSULTING

Strategic consulting is anchored on digital adoption best practices and techniques. They provide a path to enabling use cases across your application portfolio, and establishing a Pendo practice within your organization.

EXPERT SERVICES

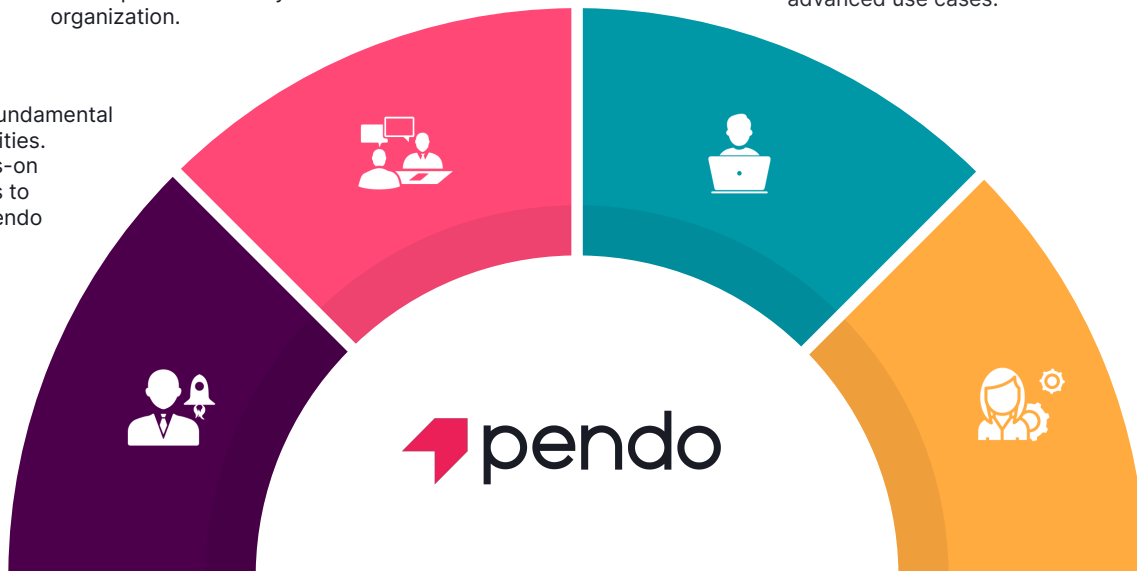
Performed by Professional Services Engineers. Expert Services is hands-on technical configuration and front end development to manage and evolve your Pendo solution covering your basic to advanced use cases.

ONBOARDING

Quickly enables teams on fundamental Pendo features and capabilities. Includes consultative hands-on workshops and office hours to establish a foundation of Pendo knowledge.

EDUCATION SERVICES

Learn from Pendo experts on the basics to advanced training, delivered in a variety of formats (instructor led and on-demand, offered in-person and virtually). Get certified and expand your Pendo product knowledge today!



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Find signal in the noise

Introducing Pendo AI



Personalized content

- Guides AI Writing Assistant
- AI Generated Guides



Product discovery

- NPS Themes
- NPS Insights
- Feedback Summaries



Product-led outcomes

- Outcomes
- Workflow Suggestions
- Tag Assist



Jumpstart the creation of guides

AI-generated guides

Create Guide

Guide Name

Name Your Guide *

App Information

Select an app: Workday




Guide Start URL: <https://www.myworkday.com/pendo/>

⚙️ (Super Only) Provide Lookaside Host

Start from scratch

New Build with Pendo AI

Type

 <p>Guide PRODUCT WALKTHROUGH</p>	 <p>Badge IN-LINE SUPPORT</p>	 <p>Confirmation USER ERROR PREVENTION</p>
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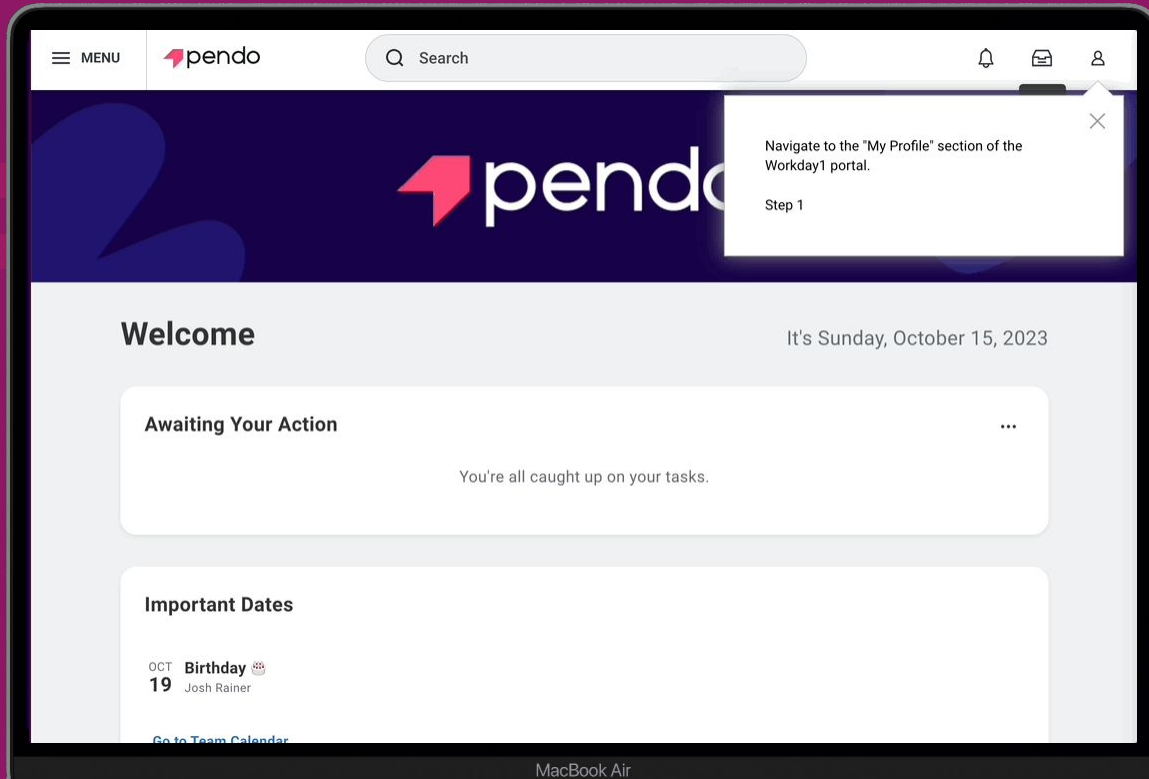
Cancel Launch Adopt Studio

MacBook Air



Jumpstart the creation of guides

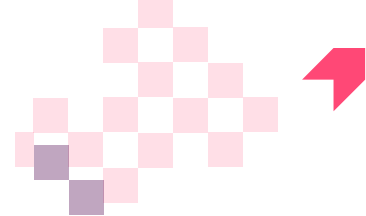
AI-generated guides





Pendo for Employees

Improves usage and productivity of workforce software



New in 2023

- Automation
- Data validation
- Workflows and Process Analytics
- Workflow Suggestions
- Portfolio Overview and License Utilization
- Journeys
- Cross-app guides **and more!**

What's next?

- Dashboards & Reporting
- Integration Hub
- Guides Evolution
- Tagging Automation
- Granular Permissions
- Personalized View
- Outcomes
- Discovery
- **More AI**

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Red Hat



Chad Holdorf

VP of Product
Pendo





Thank you!

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