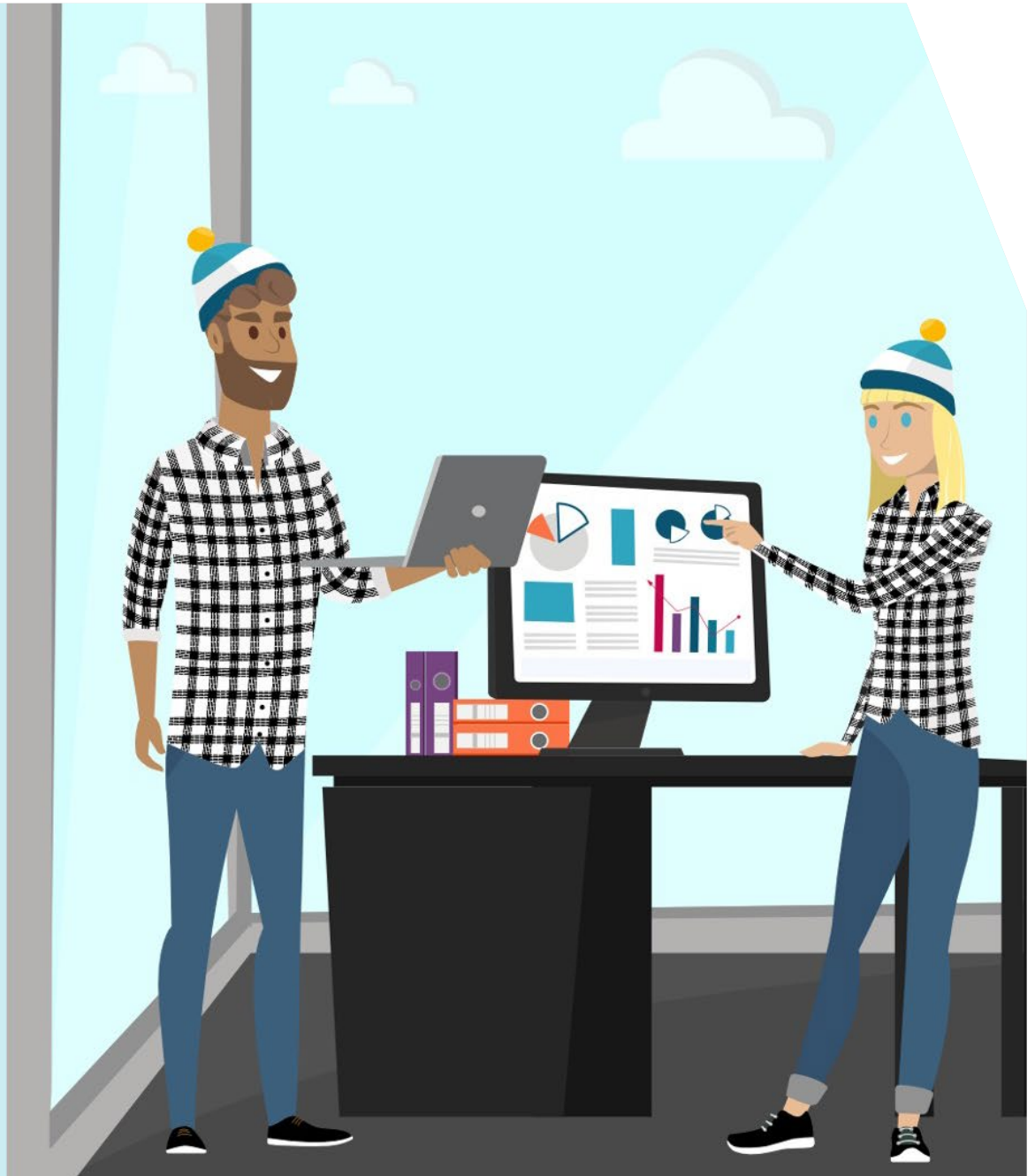


Differentiating through
Agility, Experience & TCO

Efecte Product Vision

Santeri Jussila, Chief Product Officer

efecte



Three main things we will cover

Our product north star

Single platform
to digitalize
& automate
any work

01

Executing 2022 priorities

Modernize UX,
new growth with
IGA & build for
scale

02

Ingredients to win today

Unique value prop
with ITSM & IGA
on same platform

03

Efecte Cloud-based Service Management



01 Our product north star

Today's mid-market companies have same needs than large enterprises... but with less money to spend

40% of companies see move to hybrid cloud models a priority

Everything needs to be in Cloud

Growing cyber threats for digital services & identities

105% increase ransomware attacks worldwide & 1,885% increase for governments

Users expect consumer-like experience

77% of decision makers say Customer Experience key driver

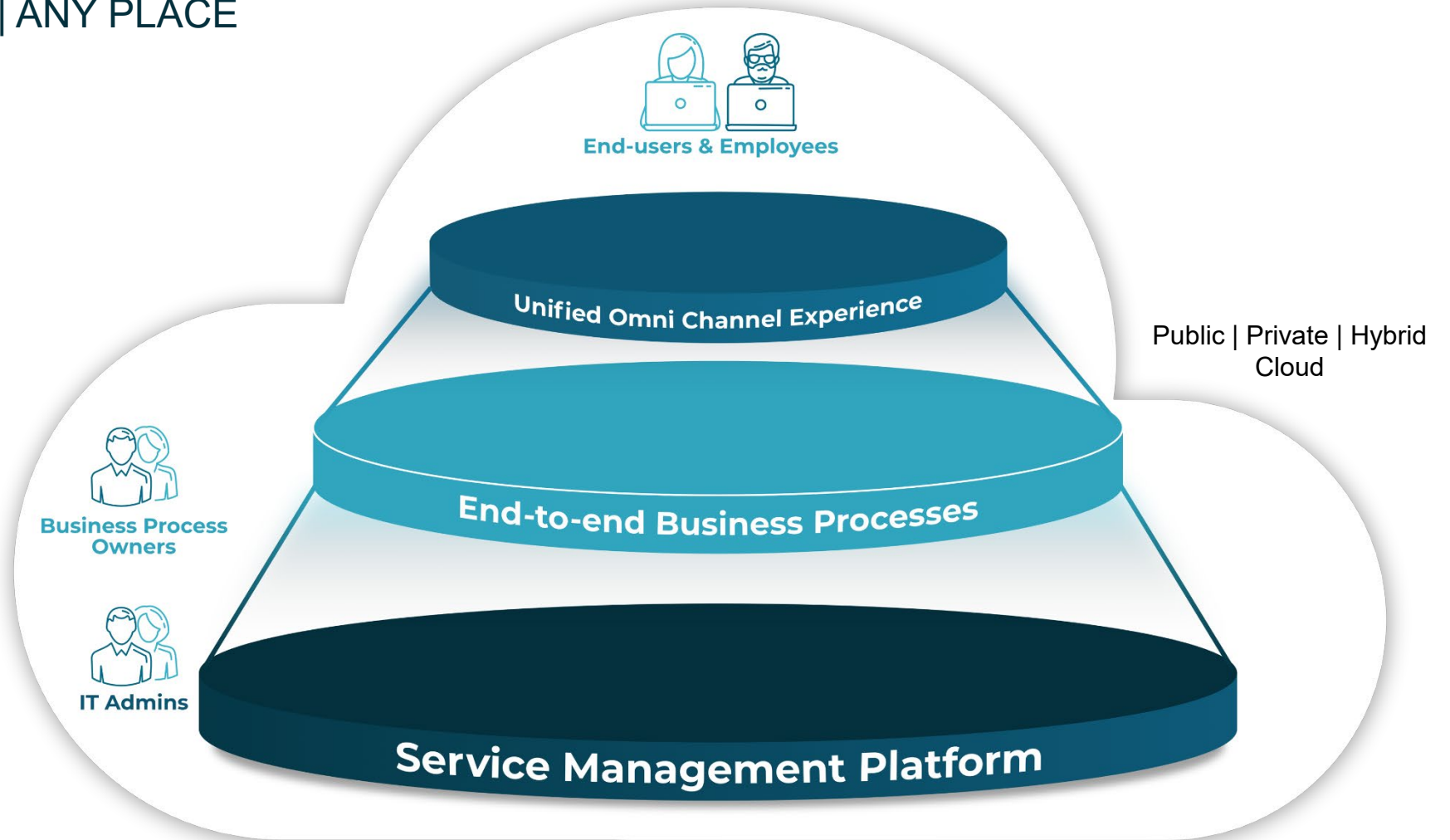
Flexibility to automate & adapt

83% of decision makers say they are currently or planning to use their service management tool outside of IT



Single platform to digitalize & automate

ANY WORK | ANY TIME | ANY PLACE

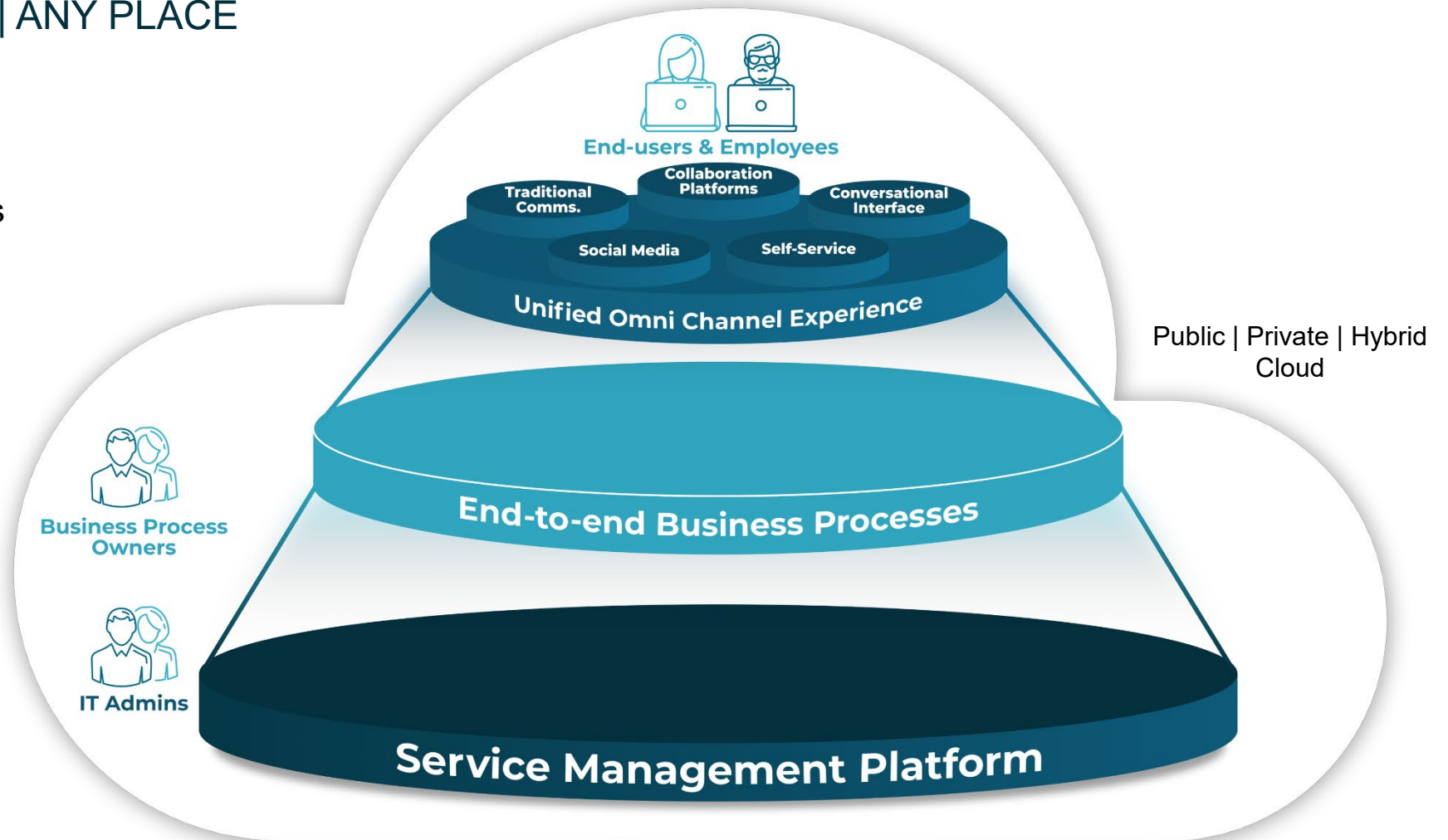


Single platform to digitalize & automate

ANY WORK | ANY TIME | ANY PLACE

Experience

Unified experience to consume any digital services



Single platform to digitalize & automate

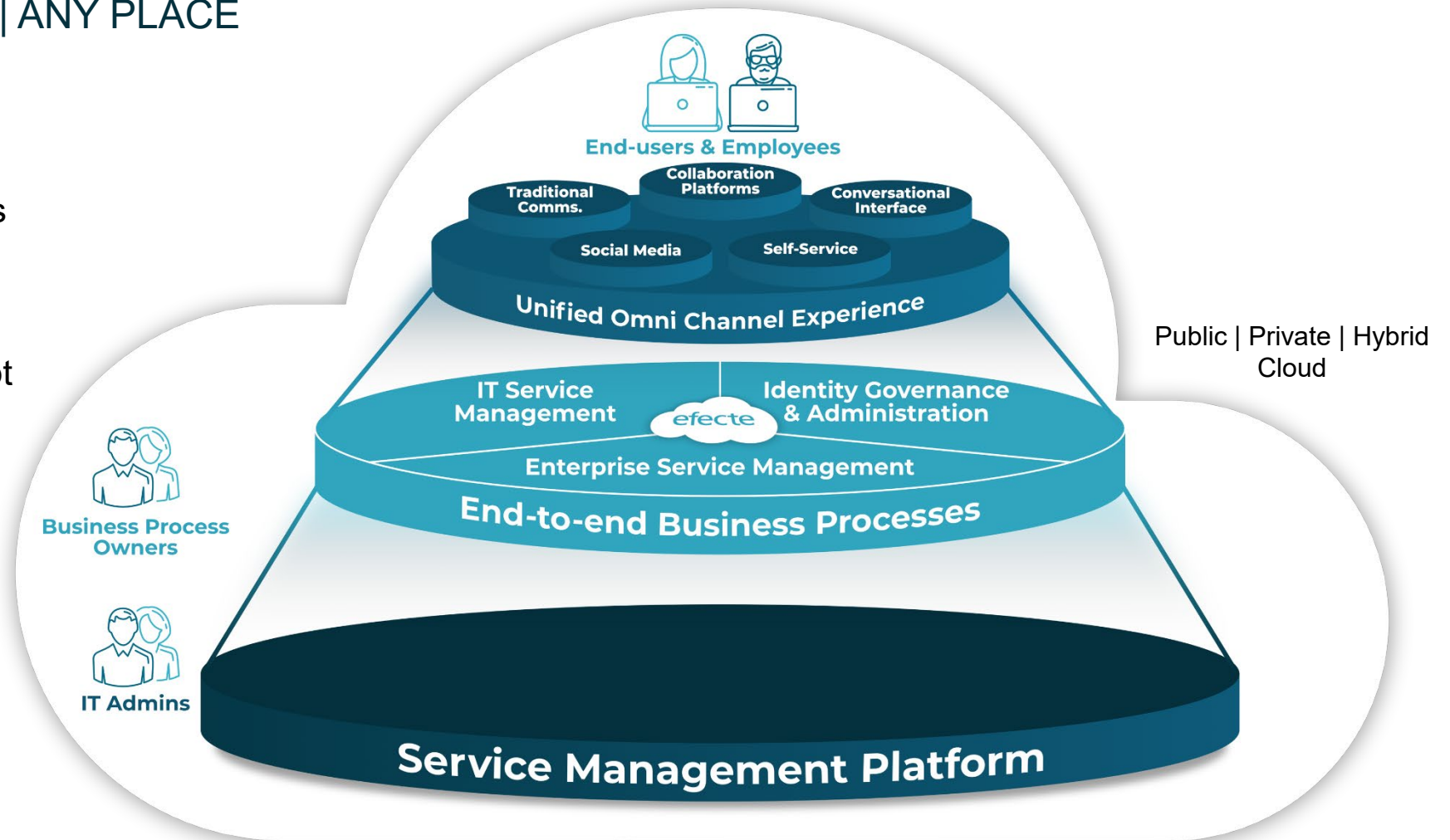
ANY WORK | ANY TIME | ANY PLACE

Experience

Unified experience to consume any digital services

Agility

Ability to automate and adapt to any business process



Single platform to digitalize & automate

ANY WORK | ANY TIME | ANY PLACE

Experience

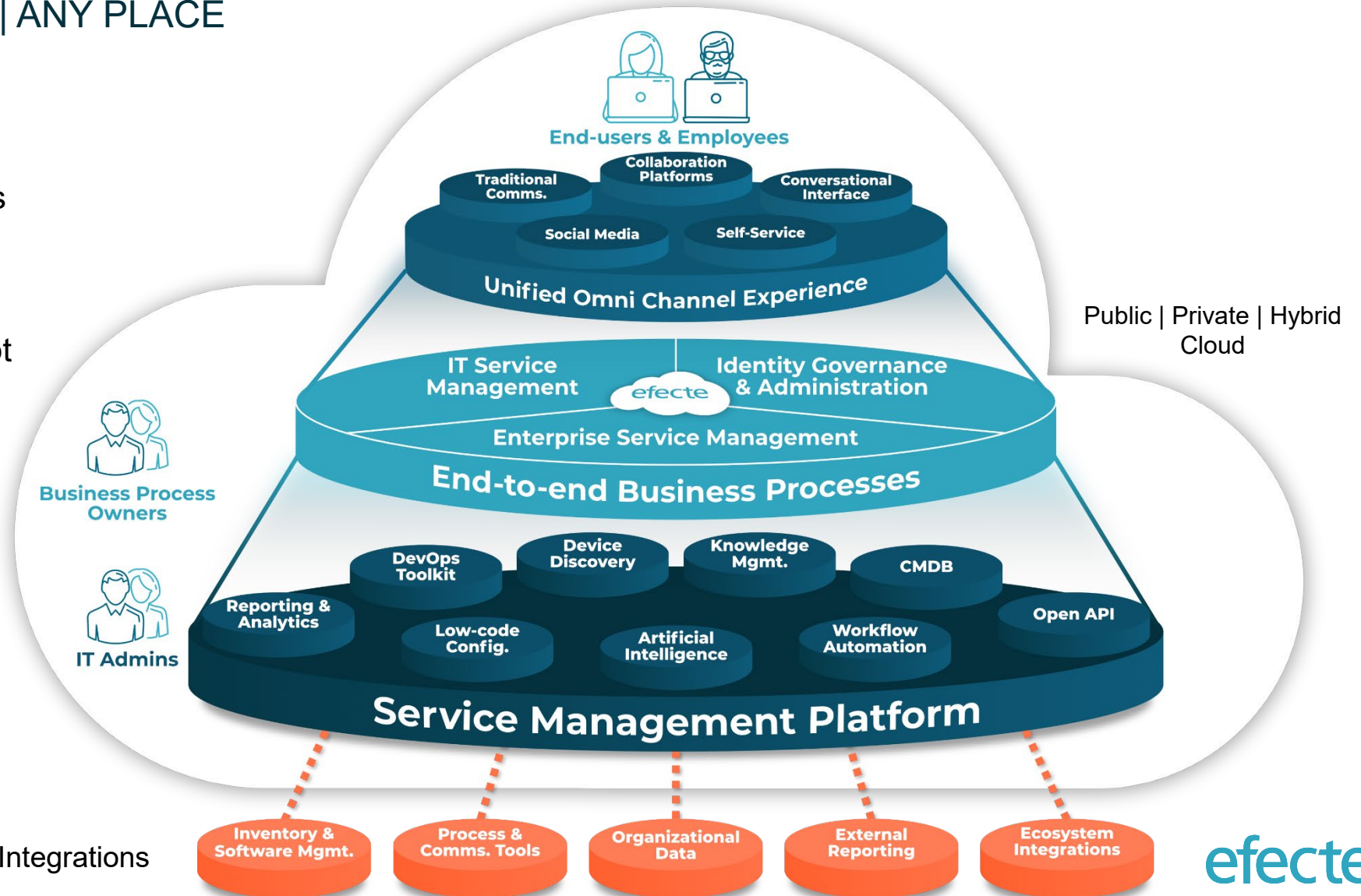
Unified experience to consume any digital services

Agility

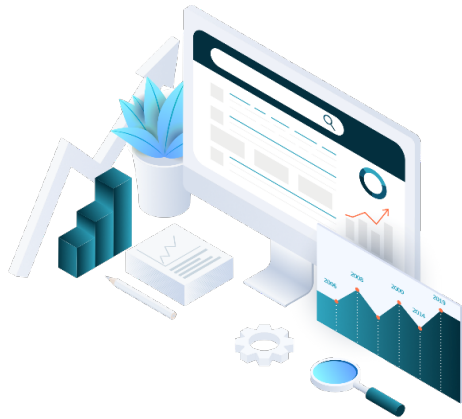
Ability to automate and adapt to any business process

TCO

AI-driven single cloud platform to manage all digital services, identities and underlying assets



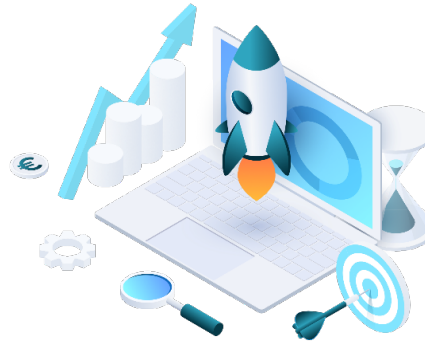
How do we get there



2022

Strengthen the foundation

- Modernize UX
- New growth with IGA
- Build system for scale



2023

Expand the stack

- Focused portfolio additions
- Main drivers: AI, Omnichannel service consumption and 360° coverage of digital assets



2024

Single platform to digitalize & automate

- Any work / any time / any place

02 Executing on our 2022 priorities

Modernizing Efecte user experience

All new Efecte Self-service

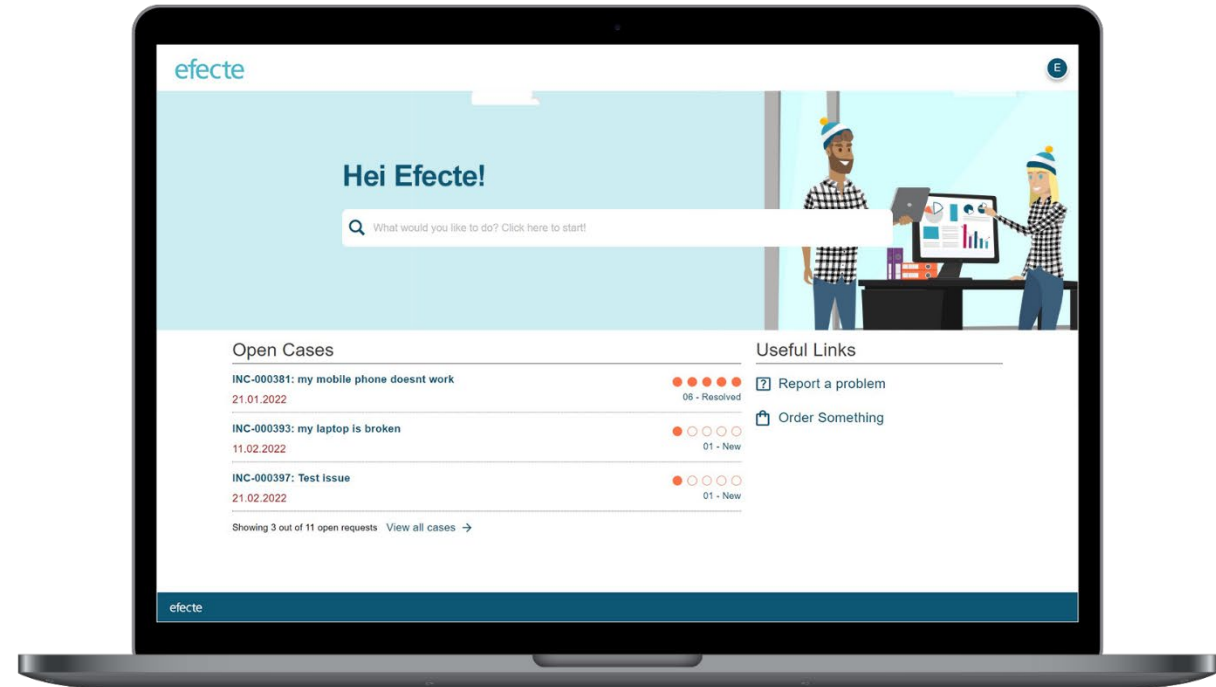
- On beta release now
- First GA release in Q2

Refreshed Efecte Agent UI

- First updates releasing in Q2
- Keeps evolving every quarter

Expanding the user interaction

- Efecte bots for Teams & Slack



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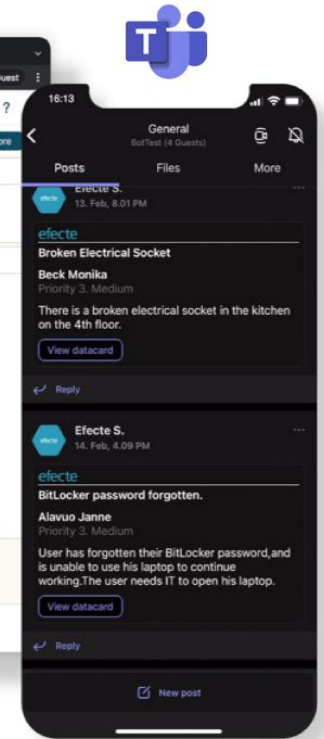
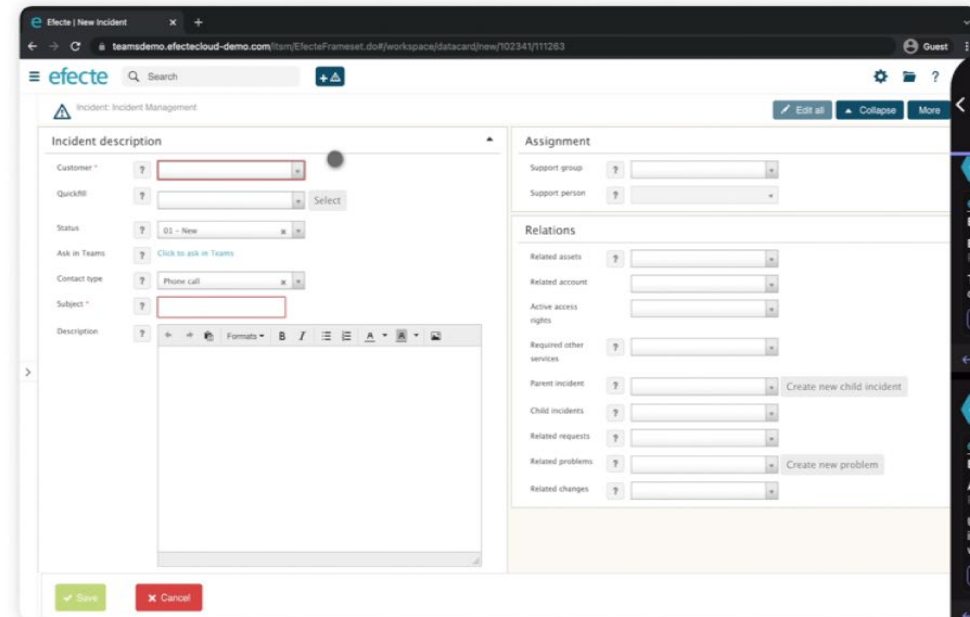
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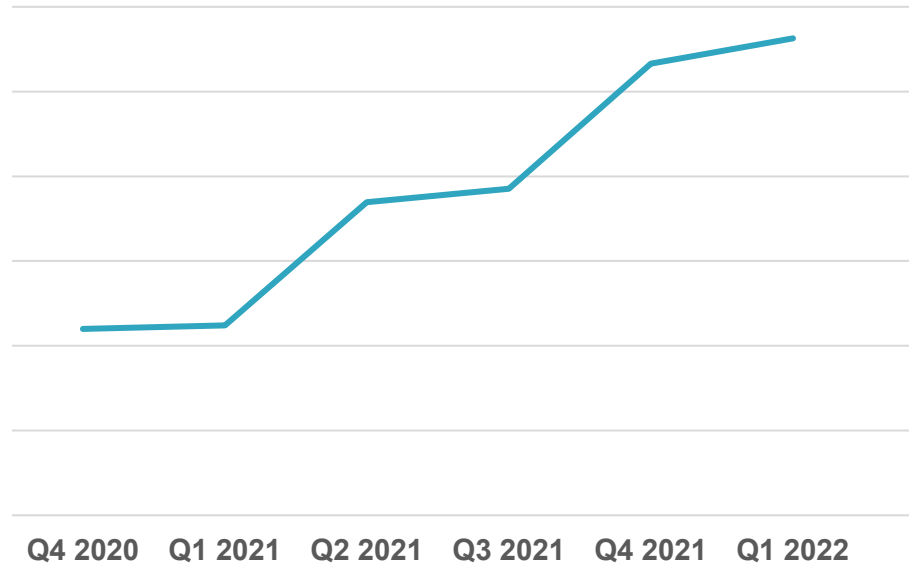
Expanding the user interaction

- Efecte bots for Teams & Slack



Driving new growth with IGA

135 % increase Y-o-Y in sales pipeline



"Previously, creating a single user ID by hand could take up to 15 minutes. This system will help us save a great deal of time and money."



<50%

of organizations* consider automation of identity governance processes critical for next 2 yrs

* Research in Action, 2022

Building for scale

Product

- Lead customer development
- Investment on quality & scalability

Cloud

- Cloud automation
- Proactive monitoring



Processes

- Industrialized product processes
- Systematic readiness build-up – “Ready-for-X”

Team

- New roles & hires
- Competence development program



03 Ingredients in place to win today

Winning against anyone

ITSM / ESM

Won cases against **servicenow**

- Public sector wellbeing provider
- Private health services organization
- Private ICT service provider
- Municipality
- Network and device service provider
- IT services provider
- Elderly services provider

Won cases against freshworks

- Public university
- Private organization offering lawyer services
- Private organization offering sports products
- Government real state organization
- IT solutions provider

IGA

Won cases against **okta**

- Private media company
- Private organization offering elderly care services

Won cases against **ivanti**











- Public church organization

Based on clear value points for different stakeholders

Best product for mid-market

	AGILITY	EXPERIENCE	TCO
User perspective	<i>Codeless configuration</i>	<i>Simply works</i>	<i>Productivity</i>
Buyer perspective	<i>Powerful platform</i>	<i>European alternative</i>	<i>Reasonable & predictable pricing</i>
Partner perspective	<i>Most responsive vendor</i>	<i>Smooth onboarding</i>	<i>Compelling margin</i>

Unique value prop with ITSM & IGA on single platform

Vendors	ITSM	IGA	IGA & ITSM on single platform	
efecte	✓	✓	✓	
ITSM vendors	servicenow	✓	  	
	 bmc	✓		
	 freshworks	✓		
	 ATLASSIAN	✓		
IGA vendors	ivanti	✓	✓	Different platforms
	 MICRO FOCUS	✓	✓	Different platforms
	okta		✓	
	 SailPoint	4me	✓	
	 ONE IDENTITY	servicenow	✓	
	 Microsoft		✓	

Key takeaways

Three key takeaways

Our product north star

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Thank you!