

How to Leverage a Remotely Working Organization

Shaun Chaudhary | Director of Data & Analytics | BetterCloud Inc.

Introduction: Shaun Chaudhary

Currently:

- Director of Data & Analytics at BetterCloud Inc.

Previously:

- Analytics at Novus Partners
- BA from Northwestern University in
Mathematical Methods in the Social Sciences +
Economics



About BetterCloud

WARBURG PINCUS

 BainCapital

Accel

GREYCROFT


FLYBRIDGE

1,700

CUSTOMERS

2012

FOUNDED

45

COUNTRIES

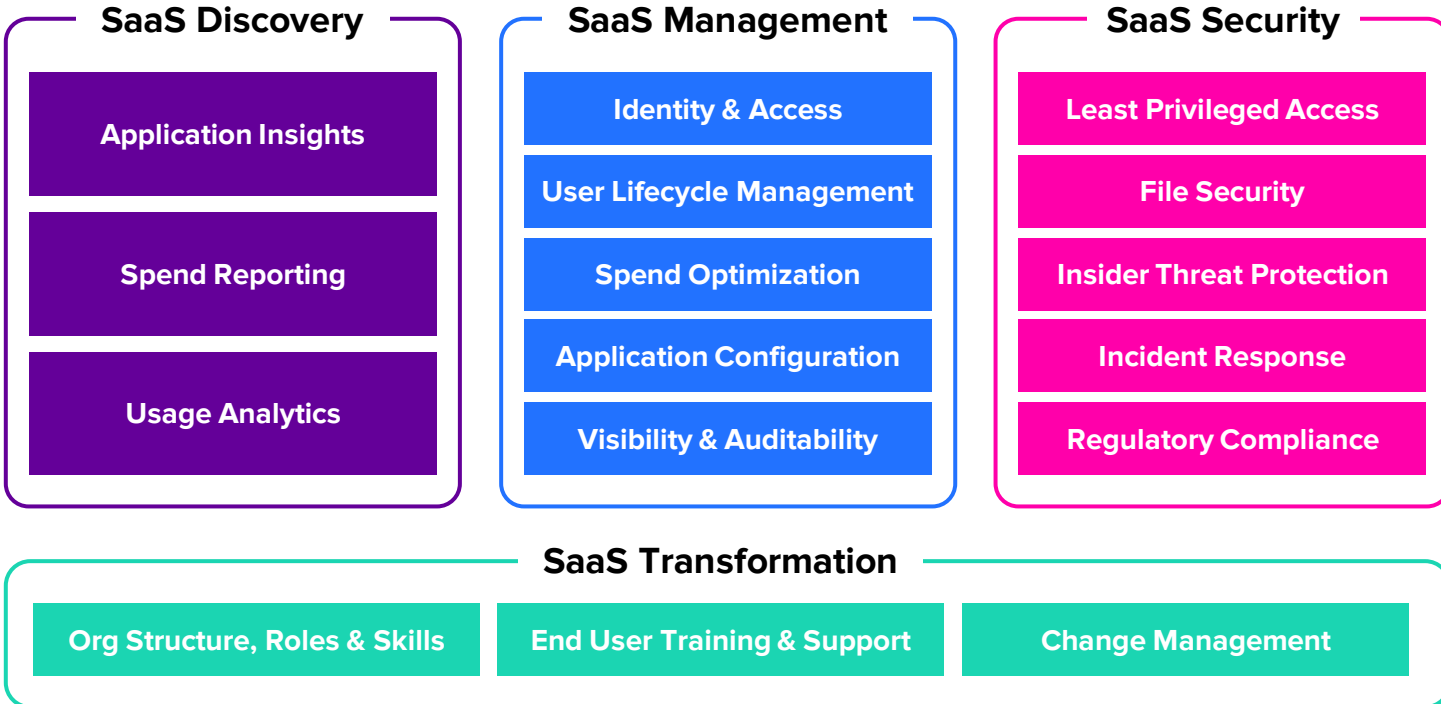
300

EMPLOYEES



SaaS Ops

A practice referring to how software-as-a-service (SaaS) applications are **discovered**, **managed**, and **secured** through centralized and automated operations (Ops), resulting in reduced friction, improved collaboration, and better employee experience



The world's leading companies rely on BetterCloud



Agenda

- How have BetterClouders' Workstyles Changed?
- How have our Customers' Behaviors in the Product Changed?
- How have our Interactions with Customers + Prospects Changed?

How have BetterClouders' Workstyles Changed?

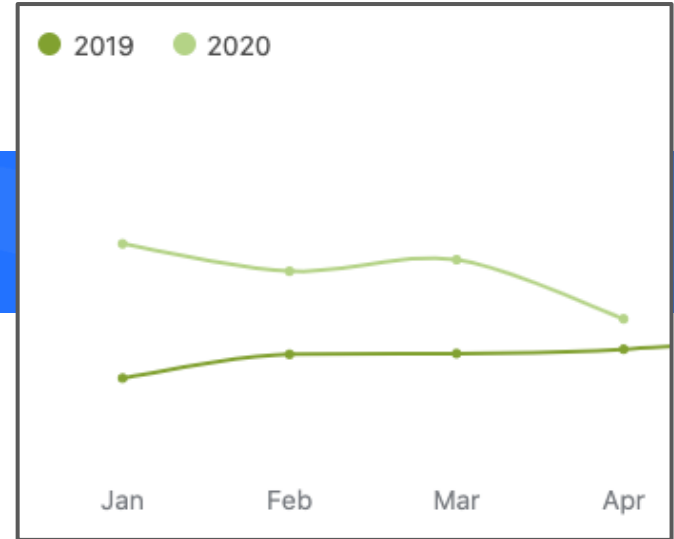
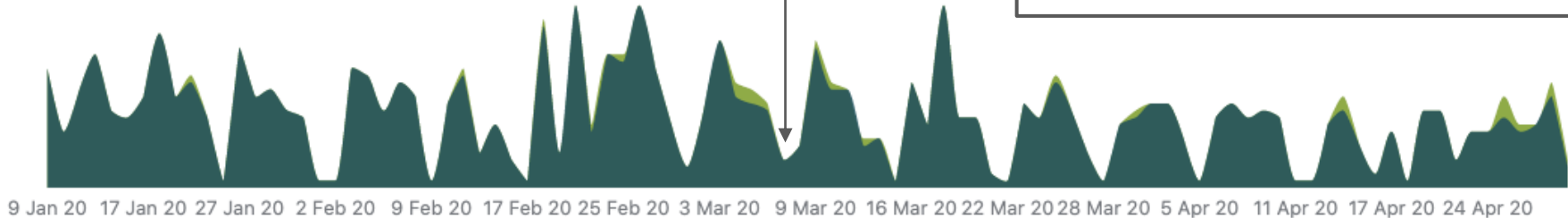
Internal IT Tickets Spiked then Declined post WFH

- Overall increases in ticket creation Year over Year
- No dramatic shift pre and post WFH

Tickets created by date

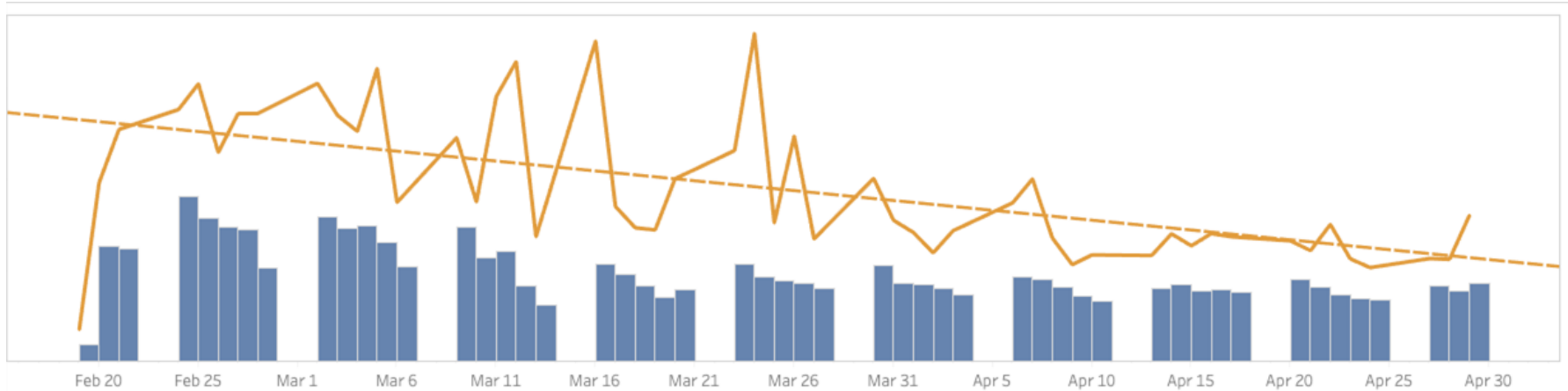
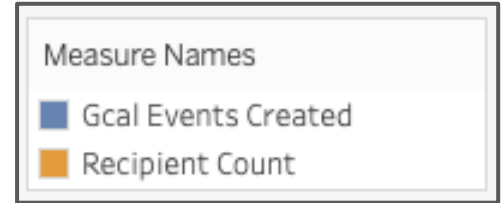
● Created Tickets ● Solved tickets

ATL Begins WFH



Meeting Size and Frequency are Decreasing

- HR + Sales account for majority of decrease
- Pre COVID-19, meetings were front-weighted with Monday being highest and Friday being lowest. Now evenly spread.



Dramatic Increase in Slack Usage

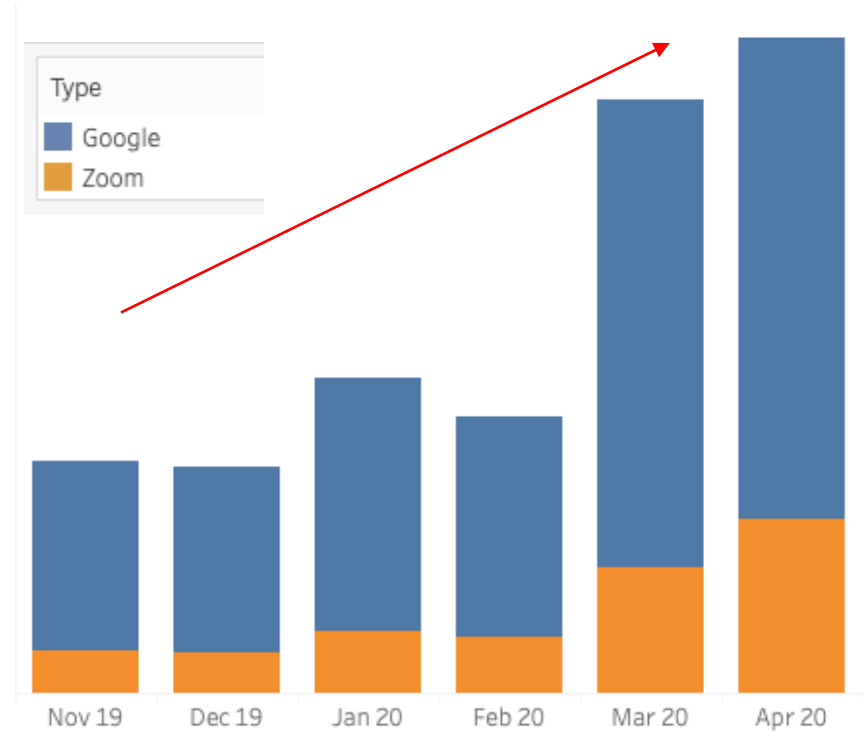
- Notably, we are using Slack as more of a collaboration tool
- From FY2020 Q4 → FY2020 Q1:
 - **61% increase in Files Uploaded**
 - **25% increase in public channels**



Meet and Zoom Usage Skyrocketed

- 113% increase from Feb → March in # of Meetings held Virtually
- 220% increase in # of Zoom participants from Feb → March
- 533K minutes spent on Zoom collectively in April 2020

Google + Zoom Meetings



Strong Increase in Tableau Usage

- Tableau usage has skyrocketed both because of WFH and new functionality
- **Data Democratization at BetterCloud**

Tableau Server Hits

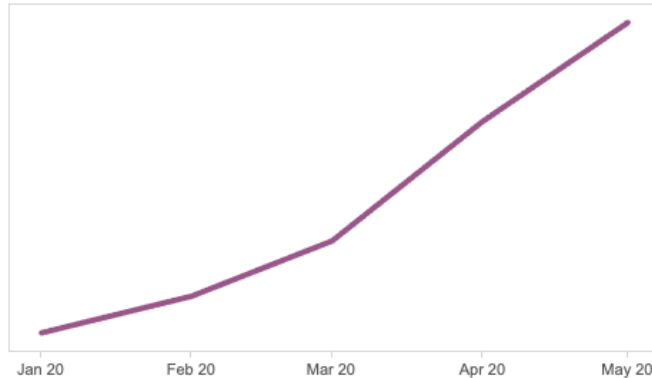
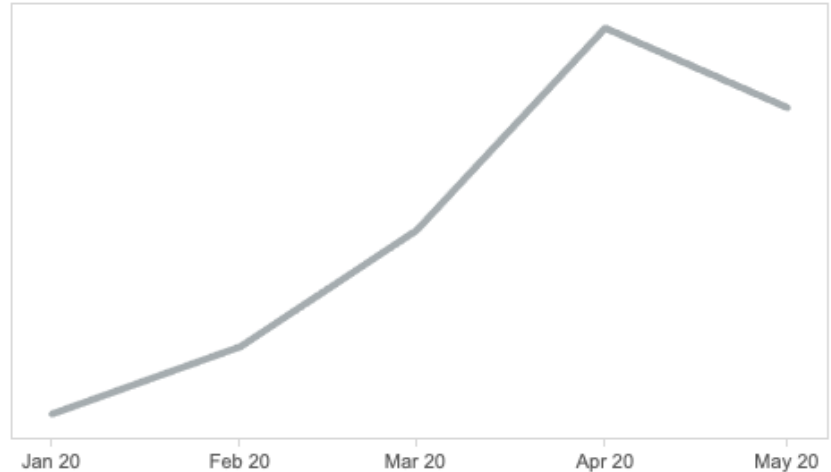


Tableau Unique Users

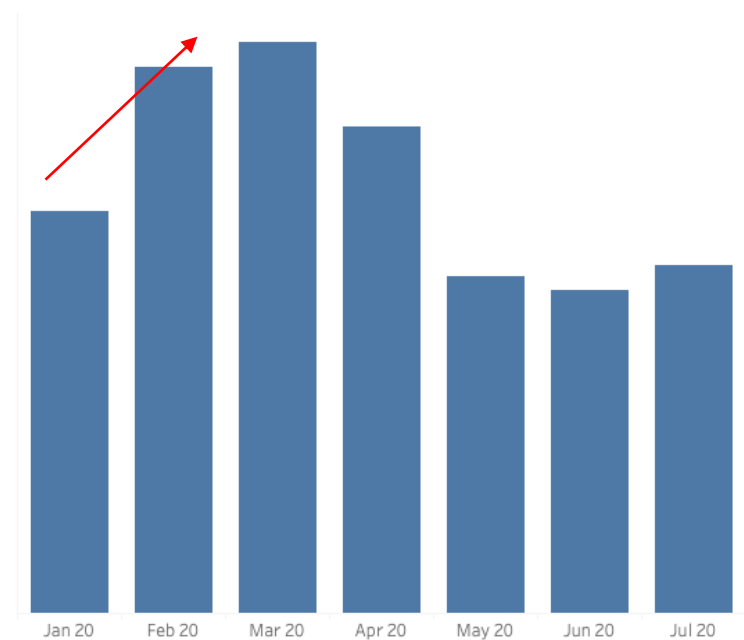


How have our Customers' Behaviors in the Product Changed

Increase in Integration Installs in Feb and March 2020

- Spike in Integration installations during initial COVID months
- This was primarily to handle User Lifecycle Management (ULM) and the transition to remote work

BetterCloud Integrations Installed



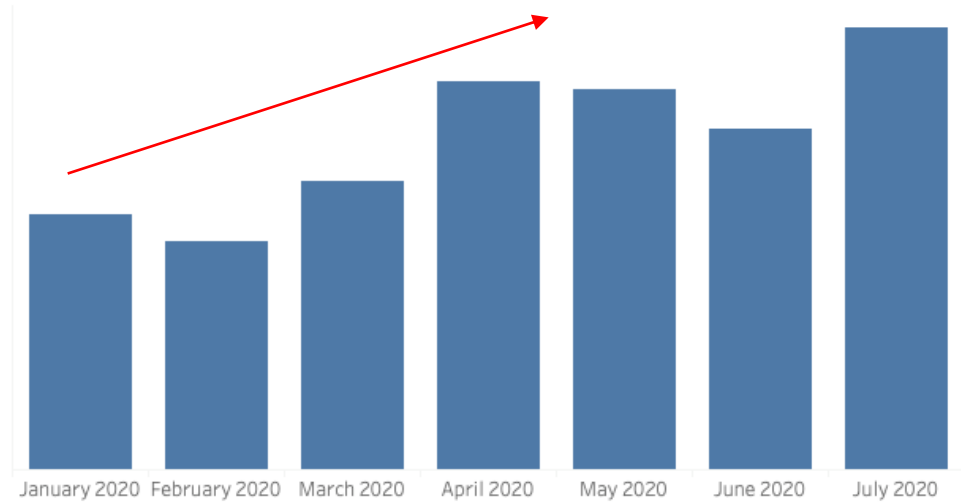
Workflows Usage

More actions are being run →

More time saved for IT admins →

More value from BetterCloud!

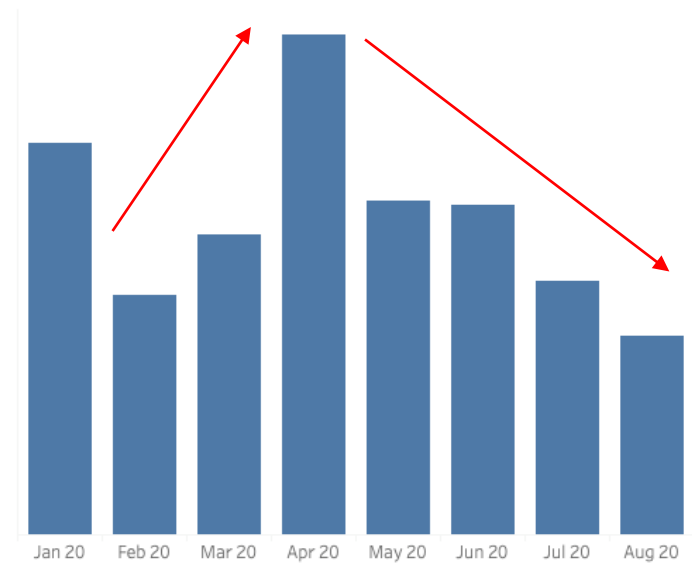
Workflow Actions Executed



Offboarding Usage Increased by 50%

- Dramatic increase in offboarding usage in FY2021 Q1 due to COVID-19 impacts
- Non-Google offboarding usage increased by 110% from Q4 → Q1

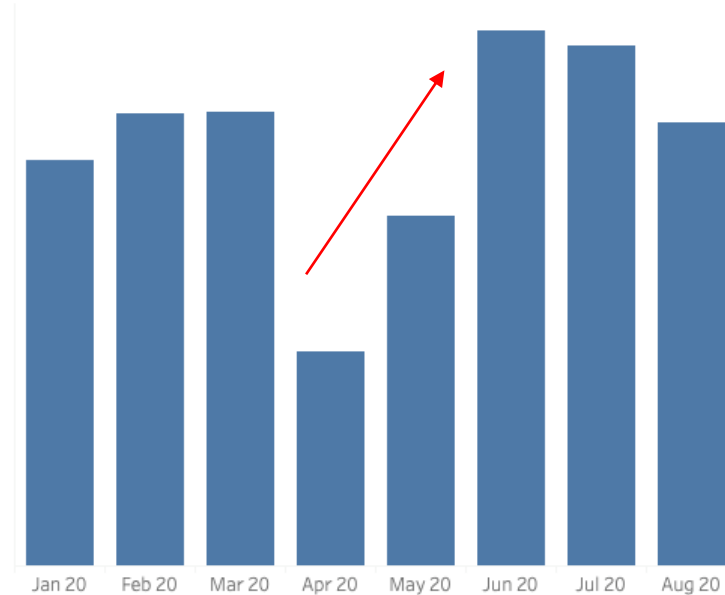
Users Offboarded Across All Integrations



Onboarding Usage Increased 50% from May → June

- As the stock market started to rebound, we witnessed a substantial increase in onboarding from April / May → June / July
- Basically the inverse of what we saw with offboarding

Users Onboarded Across All Integrations



How have our Interactions with Customers Changed?

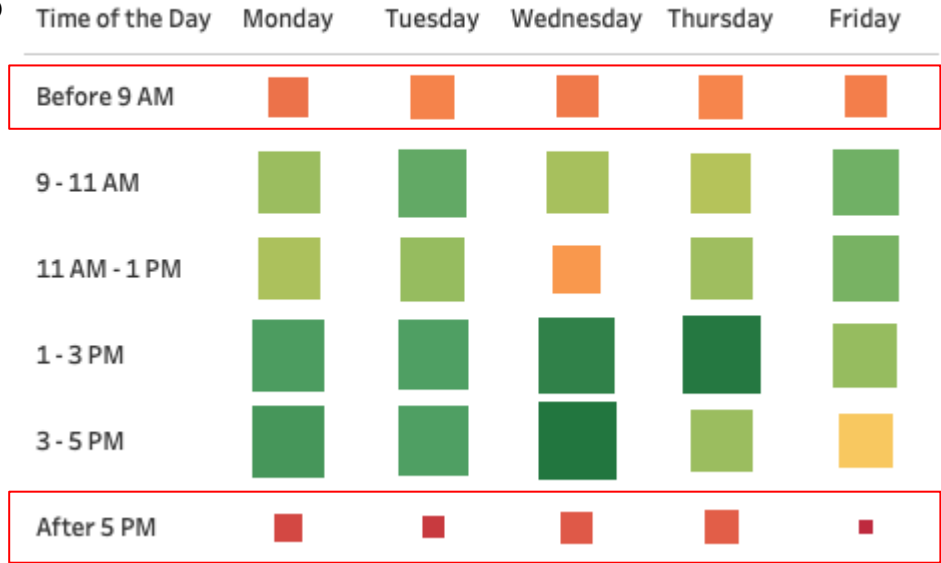
ADR Connection Patterns have Changed

- **Post COVID-19, 8am ET is a viable slot**
 - Increased availability because of no commute?

- **People are less available at 5pm ET**
 - Starting and ending their days earlier?

- **Sweet spot remains 1-4pm ET even post COVID-19**

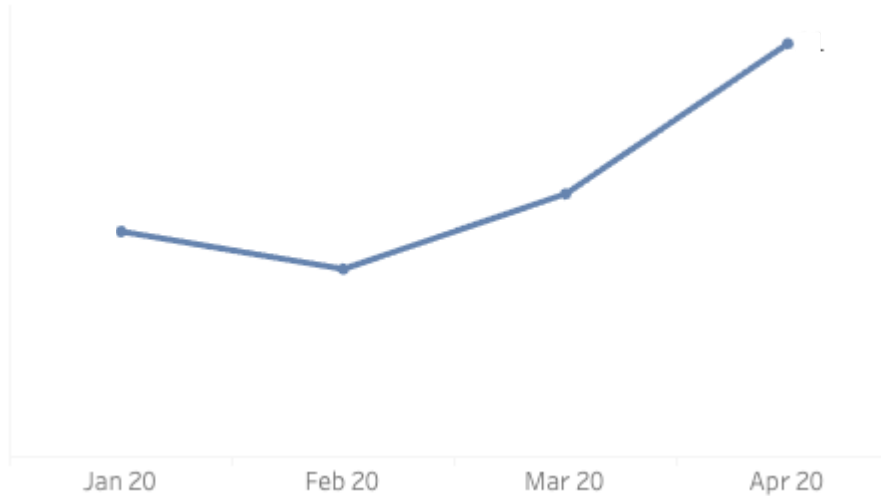
March 9, 2020 - June 29, 2020 Sales Rep Connections



More Webinars + Increased Attendance Rate

- # of Webinars has nearly doubled since Jan and **Attendance Rate** has steadily increased since COVID-19

Webinar Count

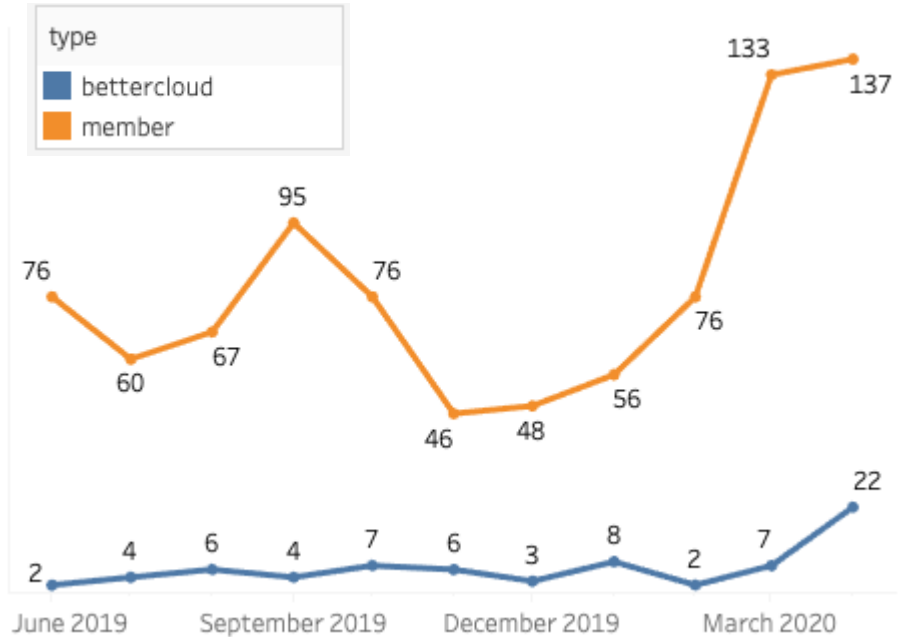


Webinar Attendance



BetterIT New Member Growth

- 100% increase in new members in March and April 2020!!!
- Anecdotally, BetterClouders are having more conversations with people in BetterIT to facilitate more “human” interactions.



What has BetterCloud Learned from this Analysis?

Conclusions

- Meetings are becoming smaller and less frequent – think Zoom fatigue / inability to hold large round tables via video
- Onboarding and Offboarding via the BetterCloud platform closely tracked what was happening in the broader economy
- Without commutes, the average workday is shifting slightly earlier, and 8am is now a viable connection time slot while 5pm and later is not as much
- Without the ability to tap a colleague on the shoulder, employees want self-serve analytics and we have seen an increase in Tableau usage as a result
- People are craving a sense of community and are eager to join interest-driven slack channels and online groups / communities

Questions?



shaun.chaudhary@bettercloud.com