

Global Software Strategy

10.09.2020

New Vision for product development

Open Digital Workplace

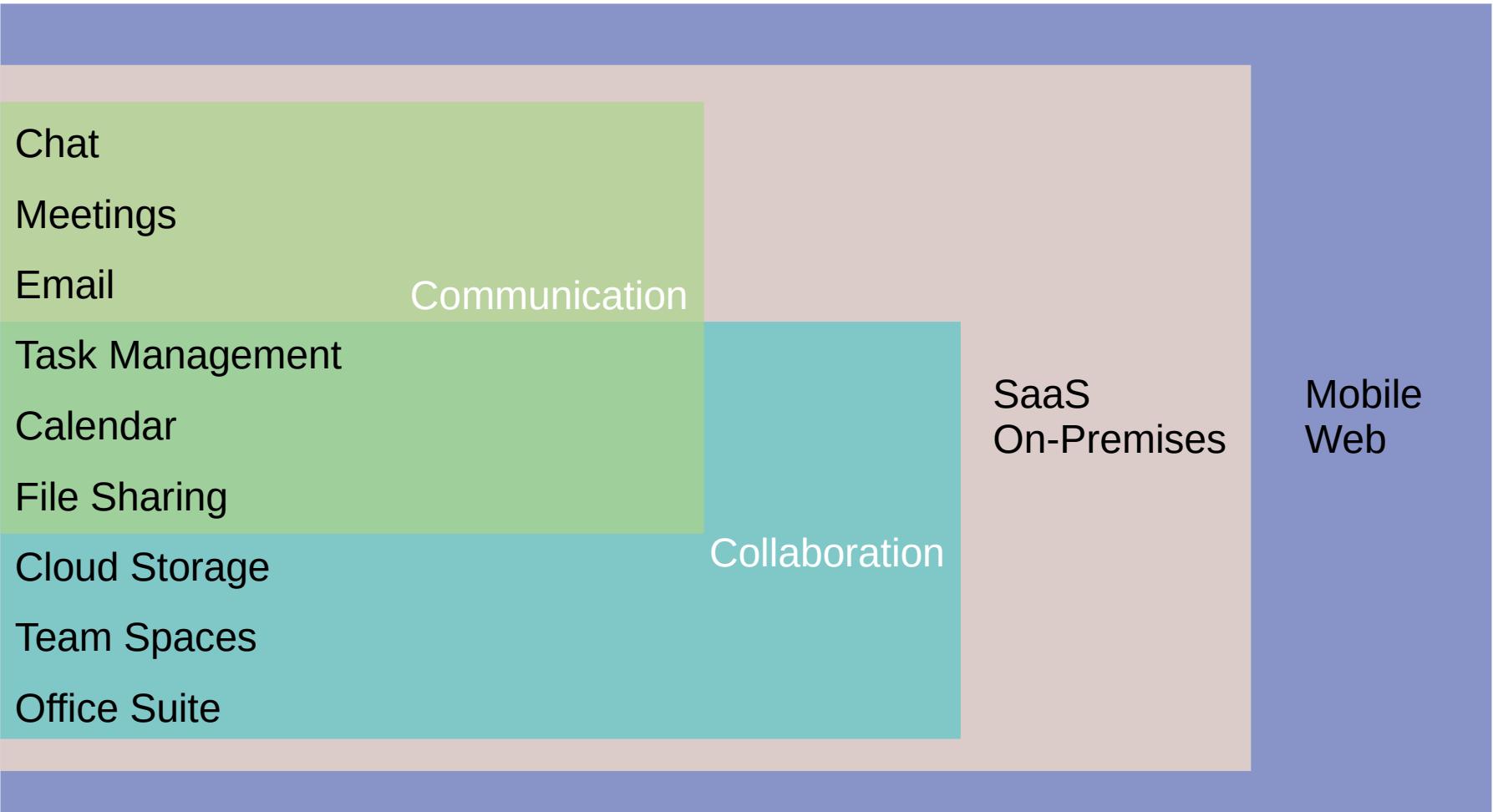
A secure open source collaboration platform to improve organizational productivity



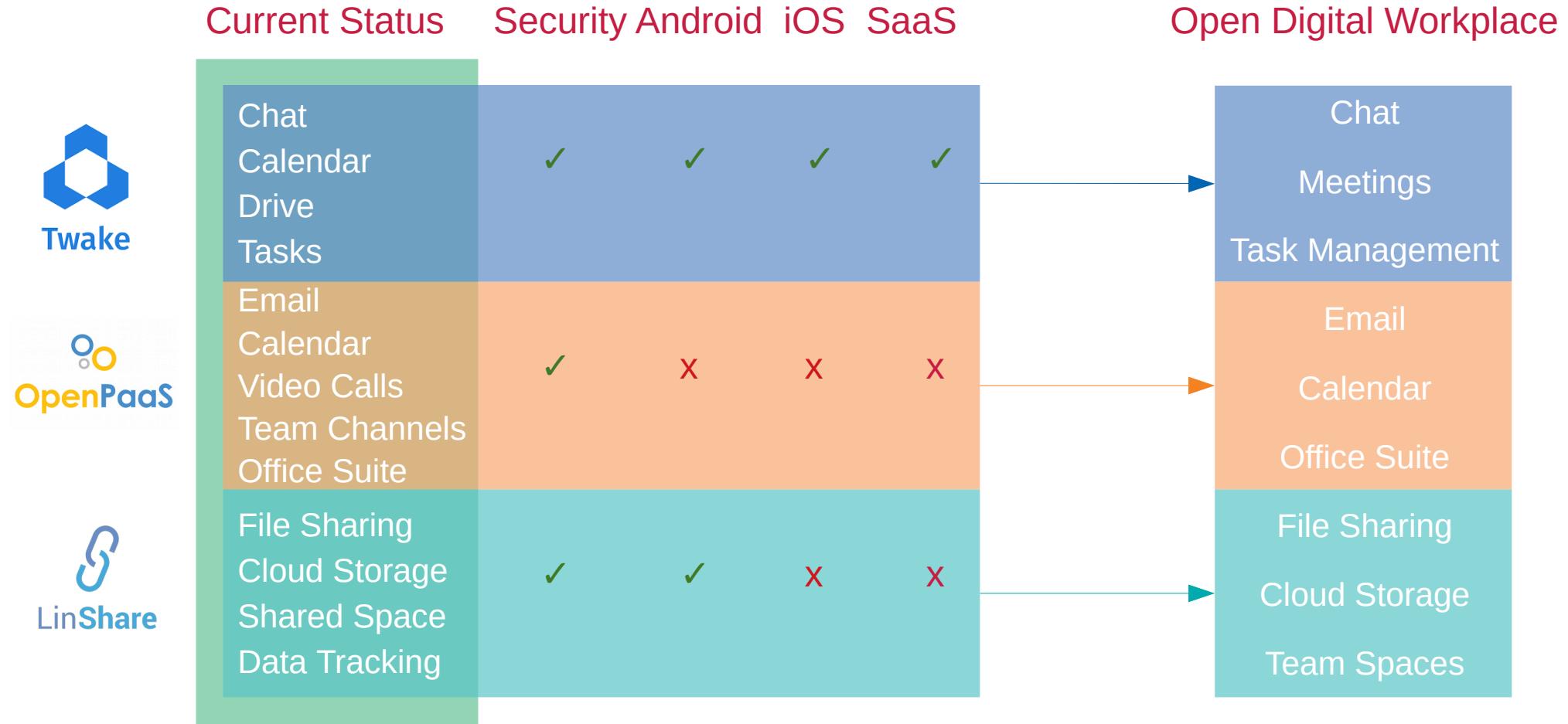
Product Development Standards

- Basic, reliable, efficient and affordable (and custom for ENT)
 - Standard features
 - User centered design
 - Mobile and Web access
 - SaaS and On-Premises deployment
- Privacy and Security
- Leverage open-source community

Industry Standard Features

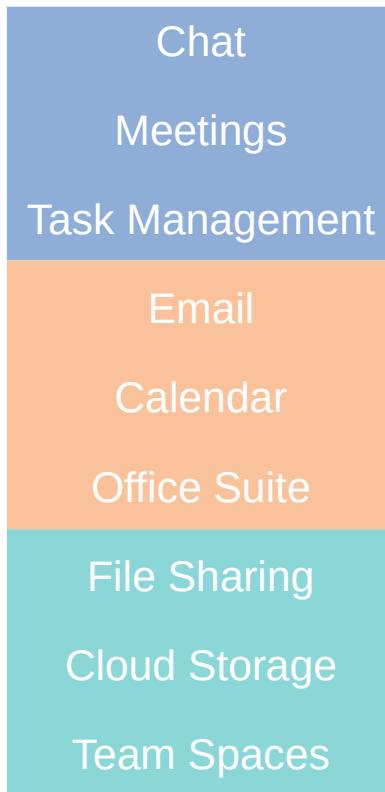


Convergence of products



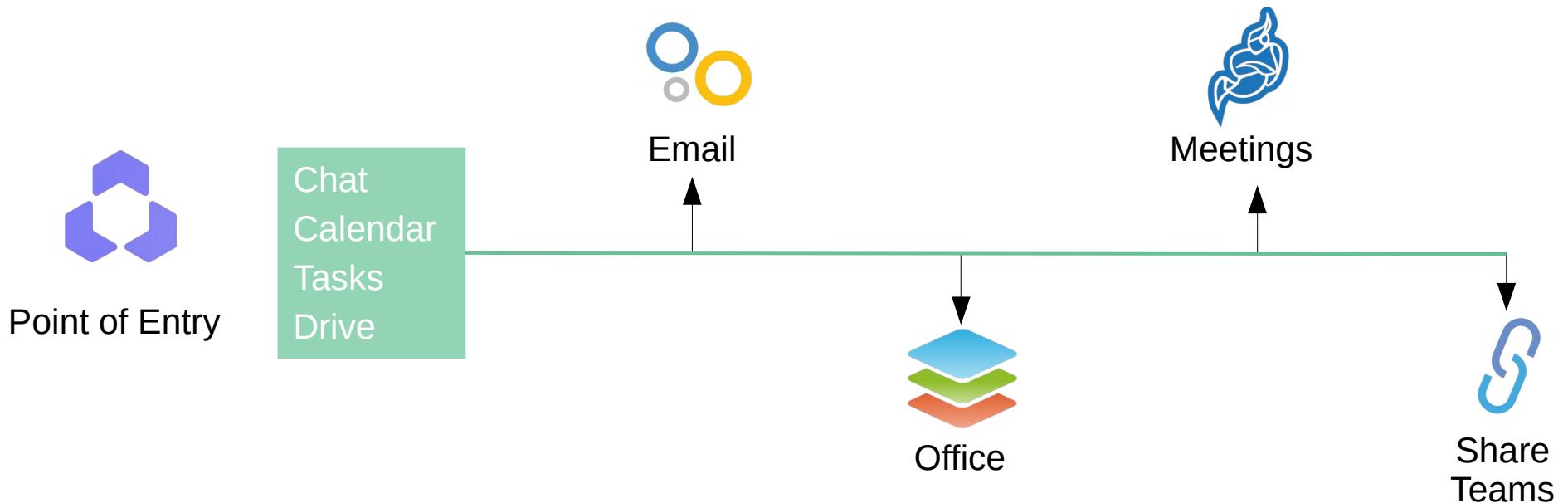
Twake as our flagship product

Open Digital Workplace

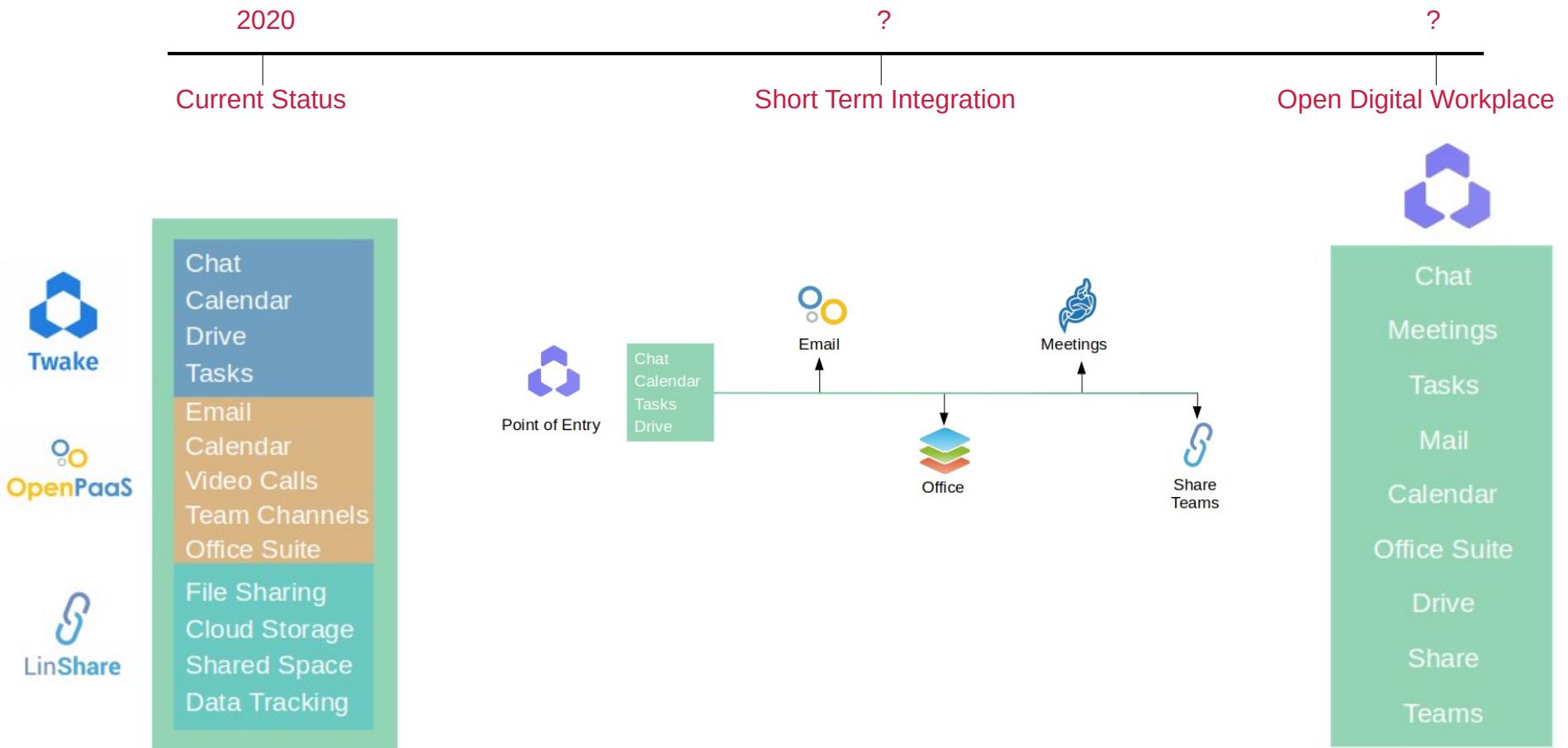


Chat
Meetings
Tasks
Mail
Calendar
Office Suite
Drive
Share
Teams

User Journey (short-term integration)



Roadmap



Competition



Chat	Chat	Chat	Chat	Chat	Chat
Meetings	Meetings	Meet	Meet	Meet	Meetings
Mail	Call	x	Call	x	x
Tasks	Tasks	Tasks	Tasks	Tasks	Tasks
Calendar	Mail	Mail	Mail	x	x
Drive	Calendar	Calendar	Calendar	Calendar	Calendar
Share	Drive	Drive	Drive	Drive	Drive
Teams	Teams	x	Teams	Teams	Teams
Office Suite	x				
		Currents		Apps	Reporting

Differentiation and Value proposition

Open Source



Build community

Privacy and Security



Establish privacy and security framework

Digital Sovereignty



Build digital sovereignty material

Product Owners +
Community manager

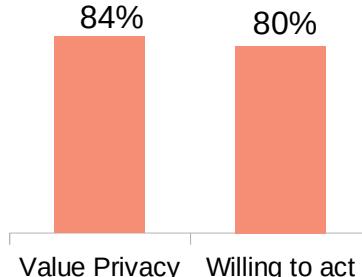
Technical Leaders

Stakeholders + MKT

A focus on data privacy as a differentiator

Using data responsibly, and in accordance with the wishes of consumers

Consumer Needs



*Cisco Consumer Privacy Study - 2019

92% of consumers say companies must be proactive about data protection. (PwC)

88% of consumers say the extent of their willingness to share personal information is based on how much they trust a company. (PwC)

48% of consumers have stopped buying from a company over privacy concerns. (Tableau)

Value for companies

97% of companies have seen benefits like a competitive advantage or investor appeal from investing in privacy. (Cisco)

For **every dollar spent** on privacy, the average company receives **\$2.70** in associated benefits. (Cisco)

Regulatory Framework

EU - **GDPR** and **ePrivacy** Directive
California - **CCPA**
Brazil - **LGPD**

58% GDPR compliance
(help net security Dec 2019)

What about Security?

preventing unauthorized access to data

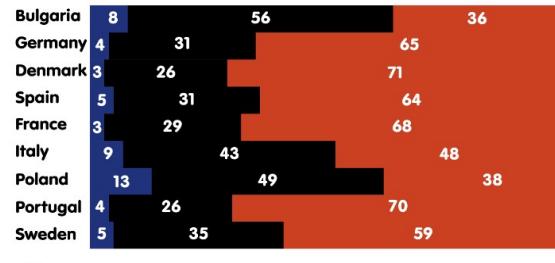
- **68%** of business leaders feel their security risks are increasing (Accenture)
- Organizations **without security automation** experienced data breach costs that were **95% higher** than breaches at organizations with full security automation (IBM)
- **60%** of hacked small and medium-sized businesses go out of business after 6 months. (Inc)



EU push for Digital Sovereignty

Europe's ability to act independently in the digital world

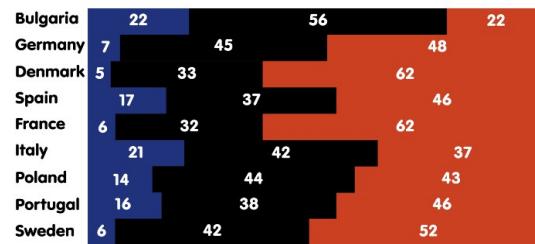
How has your view of the US changed during the coronavirus crisis? (%)



■ Improved ■ Stayed the same ■ Worsened

Source: ECFR

How has your view of China changed during the coronavirus crisis? (%)



■ Improved ■ Stayed the same ■ Worsened

Source: ECFR

- **Key European disadvantage** - lack of European digital corporations with global influence
- The European Council has stressed that the EU needs to develop a **competitive, secure, inclusive and ethical digital economy** with world-class connectivity, and has called for special emphasis to be placed on data security and on artificial intelligence (AI) issues
- **European governments** have started to **move away** from cloud solutions offered by **non-EU companies** and to instead deploy European-designed cloud solutions. (nextcloud)



