

PENDOMONIUM 2023

Enabling the Product-Led Motion at Scale





PENDO MONIUM 2023



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Sr. Marketing Operations
Program Manager, N-able

Agenda

- Putting Partners First
- The Product-Led Lifecycle/
Show me the Data
- Looking Forward

Putting Partners First

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What is N-able?



Solutions empowering success for managed services providers (MSPs)

Remote monitoring & management, security, data protection

~25,000 MSPs around the world

\$400M in Revenue



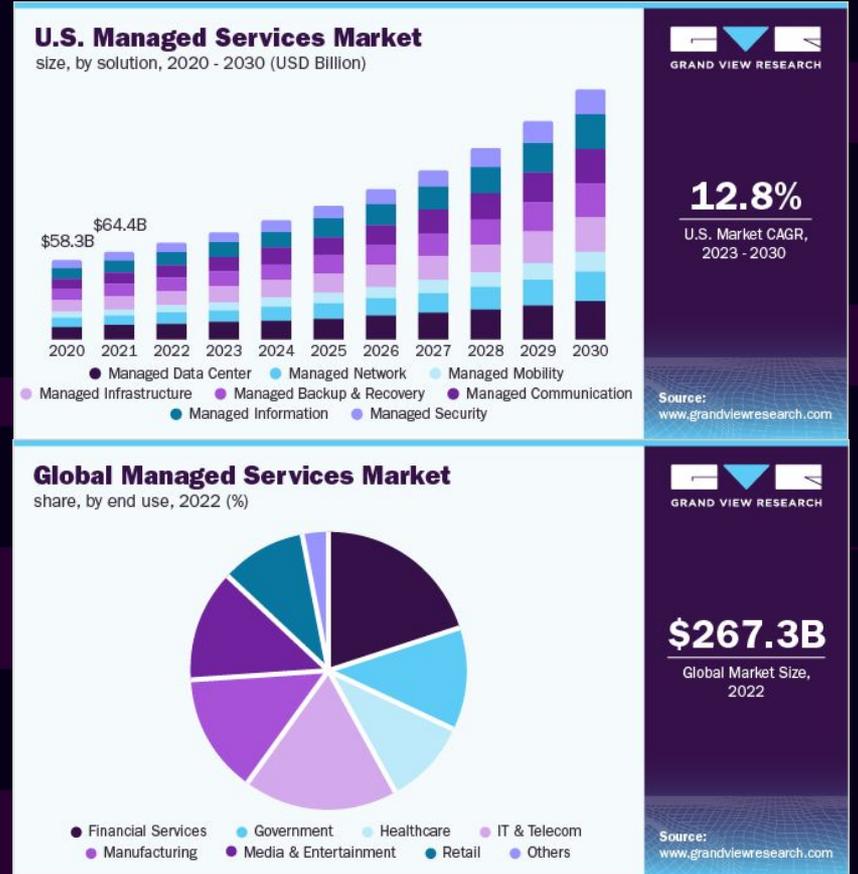
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Success Alignment

Partners, not Customers

↑ MSP Customer Growth +
↑ Service Offering Demand =
N-able Revenue Growth

“We succeed by helping our partners succeed”



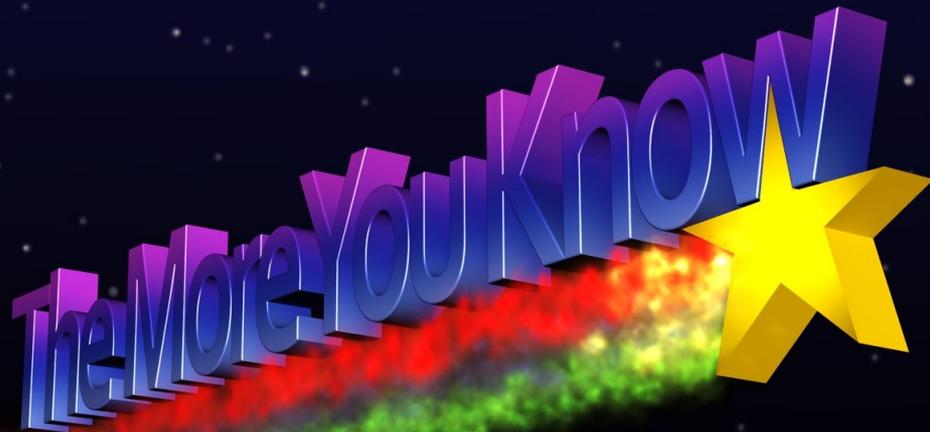
So why Pendo?

....because, we need data!

- **Product analytics**
- **Sentiment & Feedback**
- **Guides**

Use cases

- **Understanding where partners are**
- **Contextualize messaging for new products/services**
- **Opp-gen from in-app**



Our Marketing Mission

The Right Person

The Right Time

The Right Place

The Right Message

Pendo Functionality



Metadata

Segmentation

Pages/Features

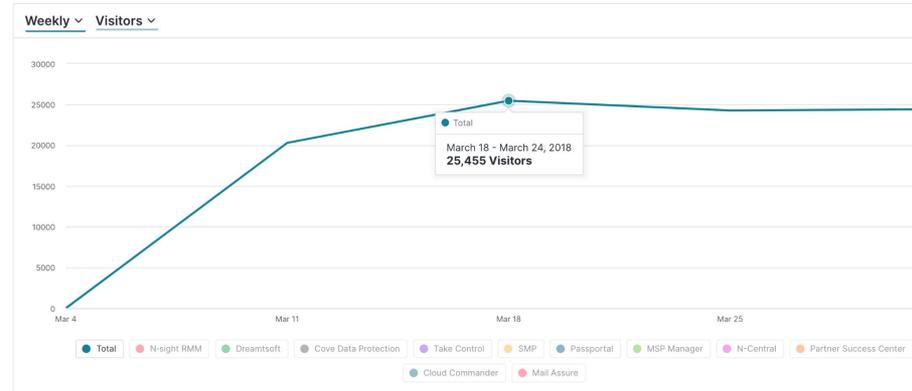
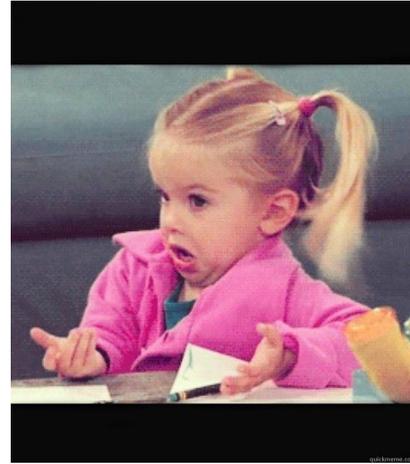
Guides

Release the Data!



Looking back - First 30 days:

- 18M events per week
- 15K accounts (MSPs)
- 35K total unique visitors



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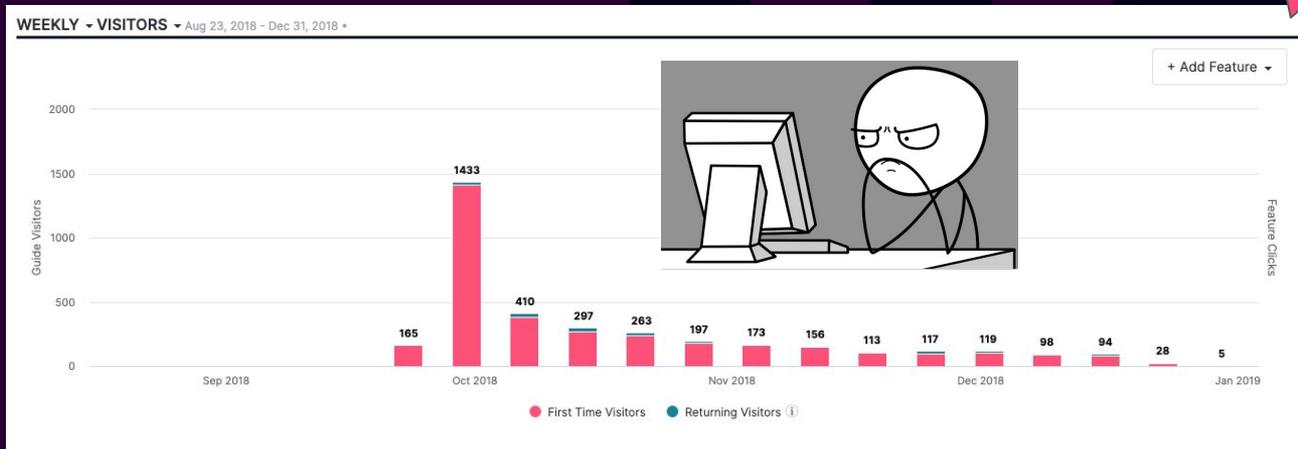
Cross-Sell Attempt

Event - Physical Disk Failure

Track event based

IF alert exists – THEN display upsell message for N-able Backup

>90% Exit
Rate



“What’s your role?”

Banner - Prompting partners for input

Removed Guide Dismiss

Uncovered new insights into our partners roles & responsibilities

Response based segmentation

To help us better connect with you,
how would you define your primary role?

- Owner
- Support Engineer
- Finance
- All of the above
- Client/External User

Submit

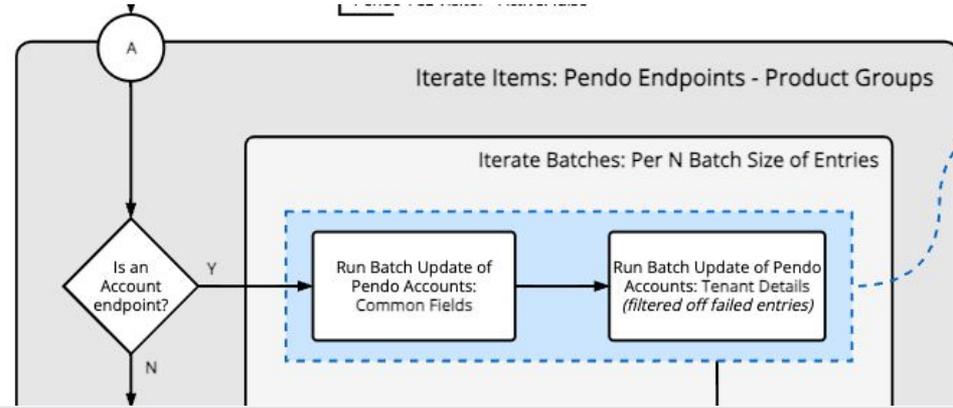
Pendo Custom Sync

Metadata Augmentation

Single source of truth

One-way custom SFDC to Pendo

Daily Batching



contractStartDate within last 365 days

OR

trialDaysRemaining less or equal to 14

OR

Marketo Integration

Event processing & routing

Distributed out to multiple
different platforms

Lead/Opportunity Creation (SFDC)

Automated Email Notifications



Introducing
N-able™ Cloud
User Hub

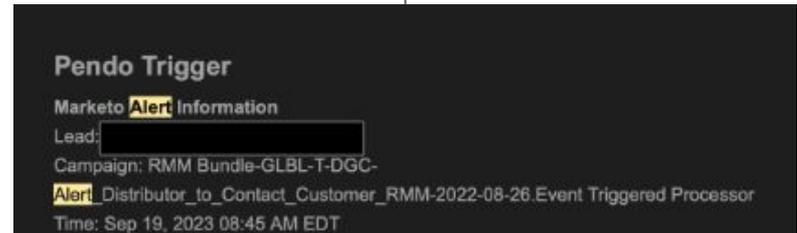
One dashboard. All the simplicity.

N-able Cloud User Hub is a multi-tenant Microsoft 365 management and automation platform that allows to automate the management and security of all Microsoft tenants, users, and licenses within a single consolidated hub.

With Cloud User Hub, you can:

- Set up easy-to-run systems for advanced scalability
- Automate help desk tasks
- Standardize best practices
- Strengthen security and compliance

Dismiss Download ebook **Book a demo**



Pendo Trigger

Marketo **Alert** Information

Lead: [REDACTED]

Campaign: RMM Bundle-GLBL-T-DGC-

Alert Distributor_to_Contact_Customer_RMM-2022-08-26.Event Triggerred Processor

Time: Sep 19, 2023 08:45 AM EDT

Onward Together!

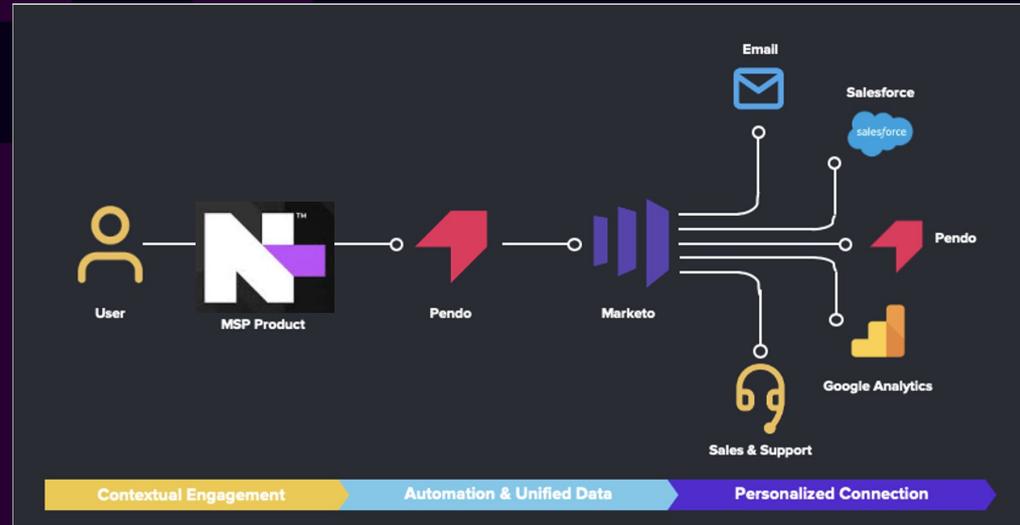
Understanding “aha!” moments
(Product)

Guides as product (UX)

Identifying indicators of success
(SEs/PSEs)

Monitoring partner health (PSM)

Up-sell/Cross-sell campaigns
(GTM)





The Product-Led Lifecycle

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How does Pendo contribute today?

1. Trial Conversion
2. Onboarding
3. User Behavior
4. Feature Adoption
5. Feedback
6. Partner Engagement
7. Opportunity Generation
8. Operational Alerts
9. Retention
10. Partner Success



ALL THE THINGS



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1. Trial Conversion

Self-Service Model - "Get Started"

Access Email - Login

Onboarding Walkthrough

Core Event Reports for SEs/Sales

Trial Expired Blocker



The Client Tree provides a list of your clients and sites. From here, you can quickly add, edit and delete clients and sites - simply right-click on an item in the list to view your options. Clients with problem devices are indicated by a red icon.

Click a client or site to see the associated devices in the north pane.

Dashboard overview #2

2 of 7

The Client Tree provides a list of your clients and sites. From here, you can quickly add, edit and delete clients and sites - simply right-click on an item in the list to view your options. Clients with problem devices are indicated by a red icon.

Click a client or site to see the associated devices in the north pane.

Your N-able N-sight™ trial has expired

Buy now to continue using RMM, Take Control and MSP Manager

00:00

We hope you've enjoyed exploring RMM, MSP Manager and Take Control. If you'd like to know more about how N-able can help you master IT, please contact us.

Over 25000 MSPs and IT technicians have trusted N-able to scale their practice. Are you ready to join them?

Contact us

Learn more about N-able

Show me the Data



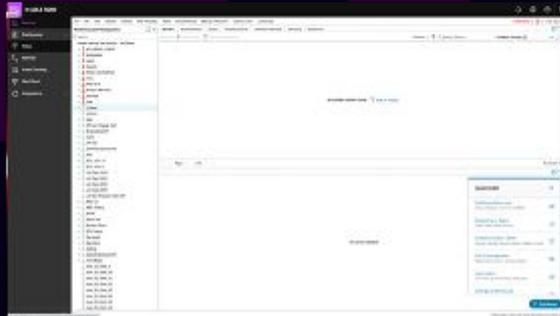
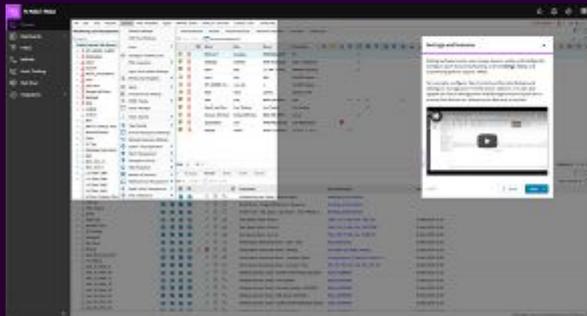
Trial onboarding A/B tested on cohort of new trial users from May 1 – June 30

Stats as of 23 July

Accounts that **did not see onboarding**, converted to contract = **12.7%**

Accounts that **saw onboarding**, converted to contract = **16%**

Accounts that **saw onboarding more than once**, converted to contract = **20%**



2. Feature Adoption

Short vs. Long-Term Sequences

Educate & Evolve - Resource Center + Dynamic Guides

Segmentation based on event thresholds

Emphasis on workflows/outcomes

Agents

Add devices in a matter of minutes. Just click Download Agent/Probe, select the correct agent for the operating systems you will deploy to, and finish up with the install wizard.

[Watch video](#) [Learn more](#)

SYSTEM

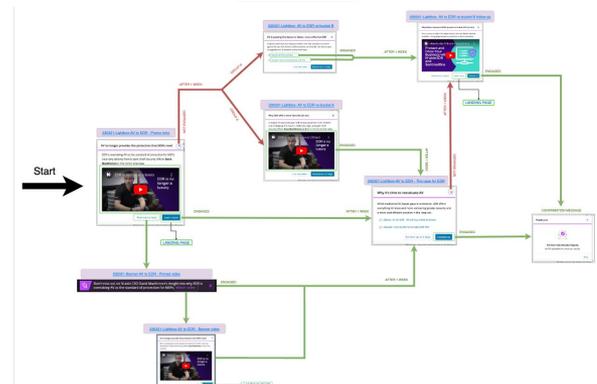
ALL DEVICES

N-ABLE N-CENTRAL

Agents

Add devices in a matter of minutes. Just click Download Agent/Probe, select the correct agent for the operating systems you will deploy to, and finish up with the install wizard.

[Watch video](#) [Learn more](#)



Show me the Data



Guide Goal Clear Edit

76.2% Adoption
3015 of 3955 visitors clicked

[Left nav](#) | [Actions](#) | [Download Agent/Probe](#)
after viewing this guide

Action
Click a Feature after viewing this Guide

Target
[Left nav](#) | [Actions](#) | [Download Agent/Probe](#)

Guide Goal Clear Edit

67.3% Adoption
5030 of 7473 visitors clicked

[RMM Platform Bar](#) | [App Switcher](#)
after viewing this guide

Action
Click a Feature after viewing this Guide

Target
[RMM Platform Bar](#) | [App Switcher](#)

Guide Goal Clear Edit

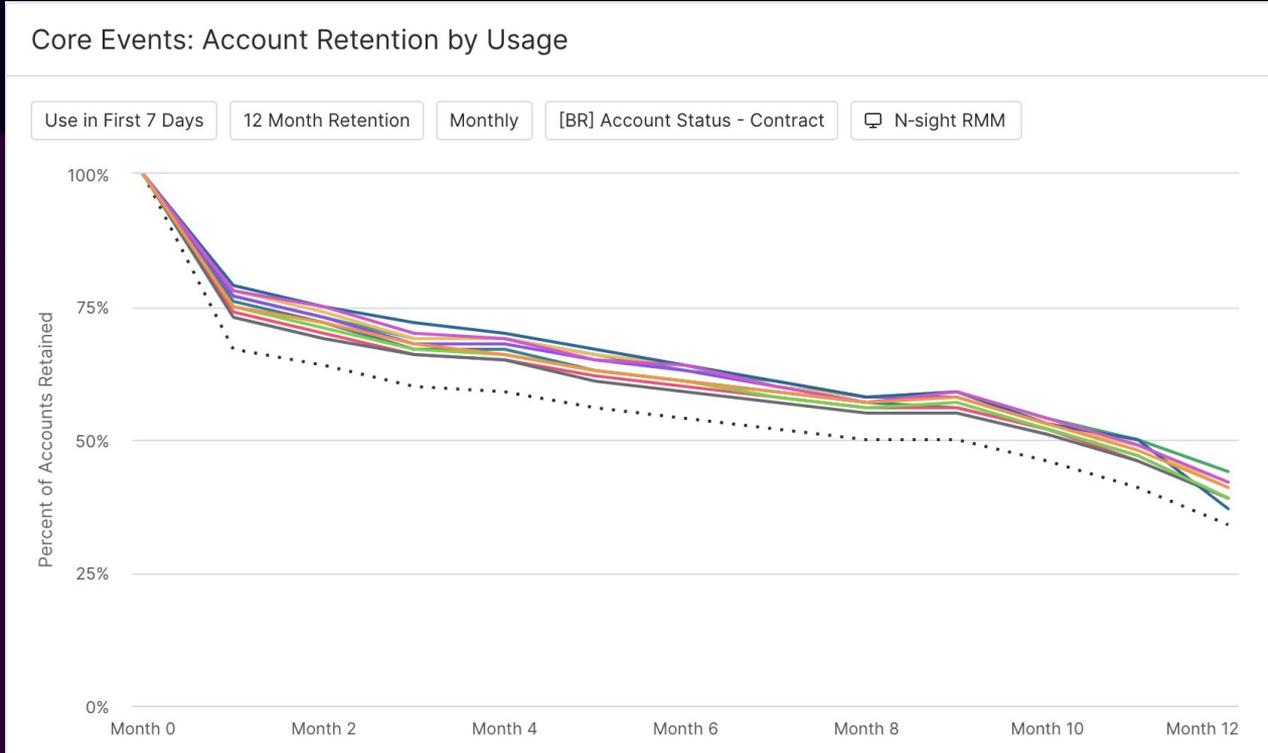
40.8% Adoption
4147 of 10171 visitors clicked

[Left Nav](#) | [Integration Management \(new\)](#)
after viewing this guide

Action
Click a Feature after viewing this Guide

Target
[Left Nav](#) | [Integration Management \(new\)](#)

Show me MORE Data



3. Partner Engagement



N-ABLE
All **PARTNERS** Meeting
August 19

We're investing heavily in securing and fortifying our product portfolio and infrastructure, and we want to give you a tour of our internal security efforts.

Join us **August 19** to hear about:

- Our efforts to boost security for the N-able product portfolio
- Securing our infrastructure, enhancing incident response, and improving security notifications
- Advice on steps you can take with us to cut down your security risks even further

[Remind me later](#) [Register now](#)

526 registrations
>25% of registration goal

Boot camp: Custom properties

Learn how to leverage custom properties to improve your technical processes and reduce the maintenance in storing important information on **August 8**.

Select your time: [Register >>](#)

356 registrations
in 2 weeks

EVENTS

N-ABLE ROADSHOW

SEP 14, 2023

Security Roadshows

Join us for exclusive product demos, updates to our security roadmaps, and new partner resources at a roadshow near you. Visit our [website](#) for more details.

Select a city:

[Register >>](#)

220 registrations
~10K total views

N-ABLE We're taking proactive steps to fortify our security. To learn more, join us **August 19th** for a security-focused All Partners Meeting. [Register now](#)

128 registrations in one day

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4. Partner Success

Activity Reports - At Risk/Power Users

NPS - Voice of the Customer

Non-Responsive

8.5% lift in partner engagement

PSM Specific

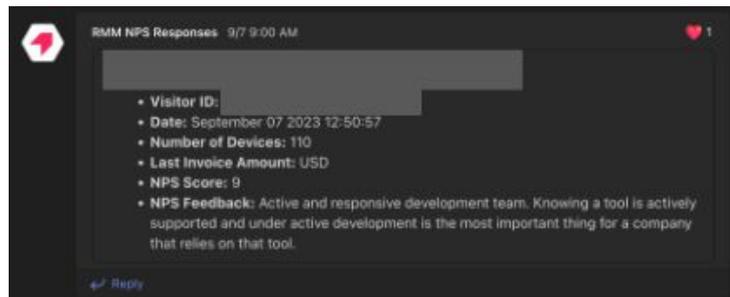
23.3% lift in partner engagement



[BR] Low Activity - At Risk - RMM

Report Summary	
App	N-sight RMM
Segment	[BR] Low Activity - At Risk
Account	All Accounts
Date range	Last 30 Days (Sep 3, 2023 - Oct 2, 2023)
Last run	Oct 3, 2023 6:53:15 PM GMT

Visitors (2811)		
Visitor ID	Account Company Name	Account Owner Name (PS)



5. Account Growth

Targeting feature usage +
SFDC custom metadata

Guide triggers for lead/opp
gen

“In App” source (reporting)

Real-time Notifications



N-able DNS Filtering, now available as Standalone

With N-able DNS Filtering, AI and machine learning recognize and block malicious websites in real-time—before your end users are infected.

You'll also enjoy:

- Fast, redundant, global Anycast network
- On-demand, drill-down reporting
- MacOS and Chromebook support
- Active Directory Integration

Don't just take our word for it—see for yourself.

[Remind me in 3 days](#)

[Learn more](#)

[Book a demo](#)

Opportunity Detail

Opportunity Owner Name	Marketo Sync
2nd Owner	
Opportunity Name	Contact Us-FocusMSP-1200M-0000-0000-UK-0404828 ✓
Account Name	FocusMSP ✓
Account Type	IT PRO ✓
Account Platform	
Sales Initiative	Testing ✓
Opportunity Source	Testing ✓

Pendo Trigger

Marketo Alert Information

Lead: [REDACTED] [\(SFDC Detail\)](#)

Campaign: DNS-GLBL-T-DGC-DNSF_standalone_book_a_demo_BU-2023-07-

13.Event Triggered Processor

Time: Aug 08, 2023 04:58 PM EDT

Show me the Message



LIVE Battle: EDR vs Ransomware



Give us your worst and watch EDR do its best! Sign up for our webinar and tell us the ransomware you battle with most. During our live demo we'll take your most prevalent malware types and pit them against SolarWinds® Endpoint Detection and Response (EDR), powered by SentinelOne®.

Our webinars will be June 12th at 10am EDT and 3pm EDT. Demos will be held throughout the month of June. Register for both today!

[Register for Webinar](#) [Attend a Demo](#)

Cove Data Protection

Get to Know Cove Data Protection



Get to know Cove Data Protection

News from N-able: Cove Data Protection

Our Backup solution is a great way to save time and resources while protecting your customers' servers, workstations, and Microsoft 365 data.

And now it has a new name: **Cove Data Protection**.

Watch this video to learn more.

[Remind me later](#) [Dismiss](#) [Let's talk](#)

N-able DNS Filtering



N-able DNS Filtering, now available as Standalone

With N-able DNS Filtering, AI and machine learning recognize and block malicious websites in real-time—before your end users are infected.

You'll also enjoy:

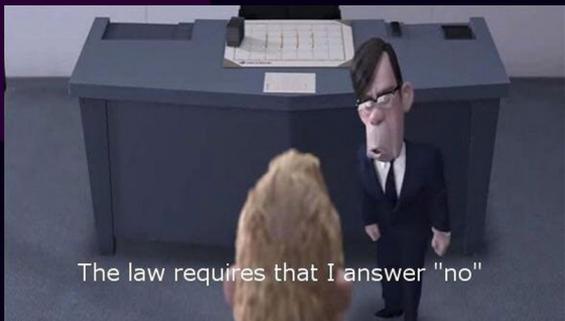
- Fast, redundant, global Anycast network
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Show me the Money

Revenue Generated = a non-zero amount!



5x ROI in pipeline converted using Pendo





Looking Forward

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The Pendo Team

3 Web Developers (and Growing!)

1 Program Manager

1 Program Director

1 Jira Work Management Project + Business Form



Process Model

2-Week Sprint Cycle

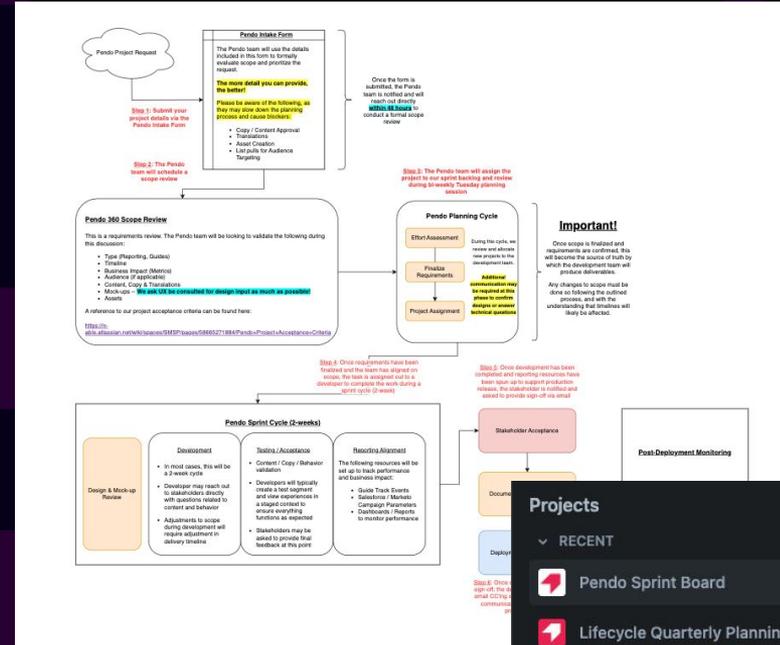
Request Intake Process (org-wide)

Task Automation / Notifications

Weekly Alignment (UX, Prod, GTM/Sales)

Sprint Retro & Data Review - Bi-Weekly

Pendo Executive Insights - Monthly



Projects

RECENT

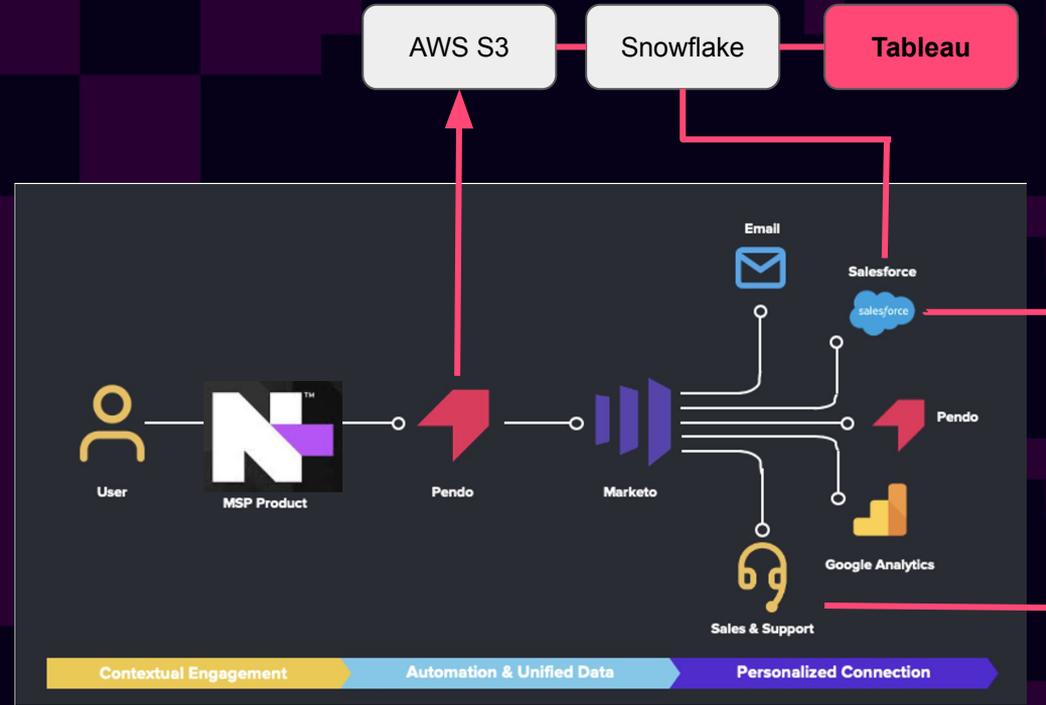
- Pendo Sprint Board
- Lifecycle Quarterly Planning
- Pendo Guide Reporting
- Pendo Guide Release
- Pendo Retro Catch-All
- Pendo Roadmap
- Pendo FX Updates

Data Sync - Partner Health Monitoring

New Partnership with Data Engineering/Architecture

S3 - Snowflake - Tableau

Combining usage data with partner outcomes



Contact



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Email - brandon.runkel@n-able.com

LinkedIn



Thank you!

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