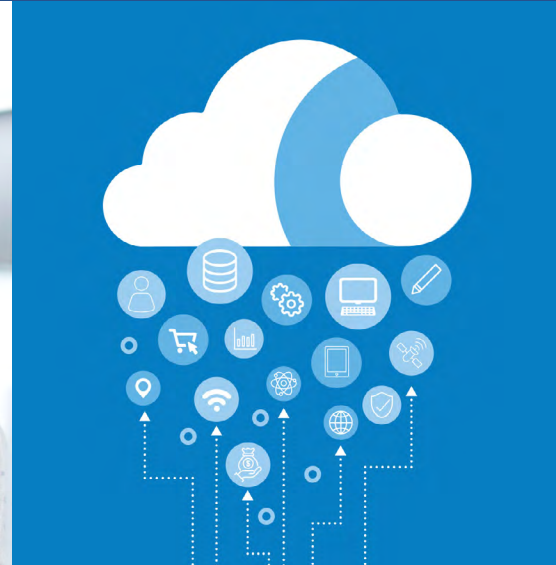


Aventi Group

CREATIVE SAMPLE PORTFOLIO





Welcome to Our Portfolio

Welcome

As an introduction to Aventi and our services, we have assembled this sample portfolio for you to review along with a brief summary of our agency and what we do.

About Us

Aventi is a product marketing agency focused on delivering world-class product marketing strategy and execution services to technology companies – from those in their early stages to blue chip firms, including those listed below.

Our creative talent is your valuable resource

Aventi copy writers and creative directors develop custom-made marketing materials and content to help you connect with your audience and drive sales. Whether you desire “break out” creative or traditional collateral, we have talent who delivers.

Now that you’ve learned a little bit about us, please enjoy the following examples of our previous work.

Sincerely,

Sridhar Ramanathan

Sridhar Ramanathan
Managing Director and Co-Founder

Jeff Thompson

Jeff Thompson
Managing Director and Co-Founder



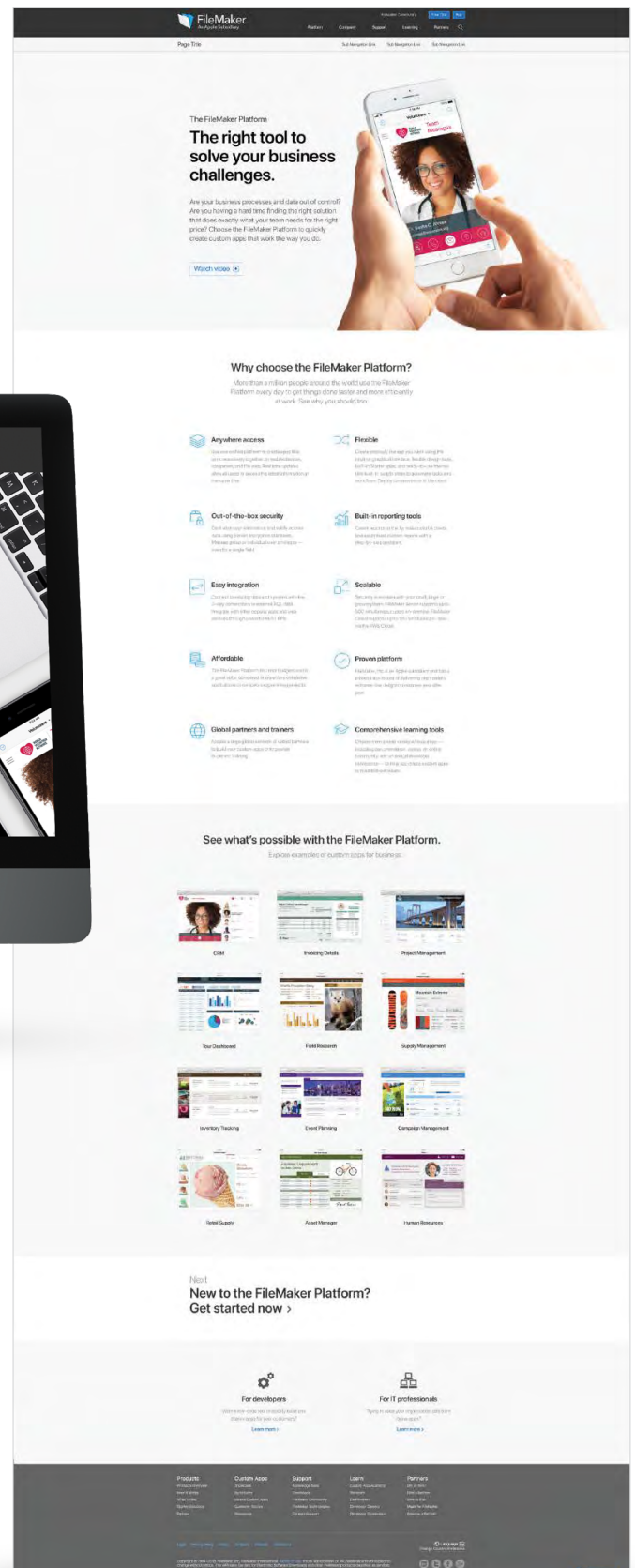
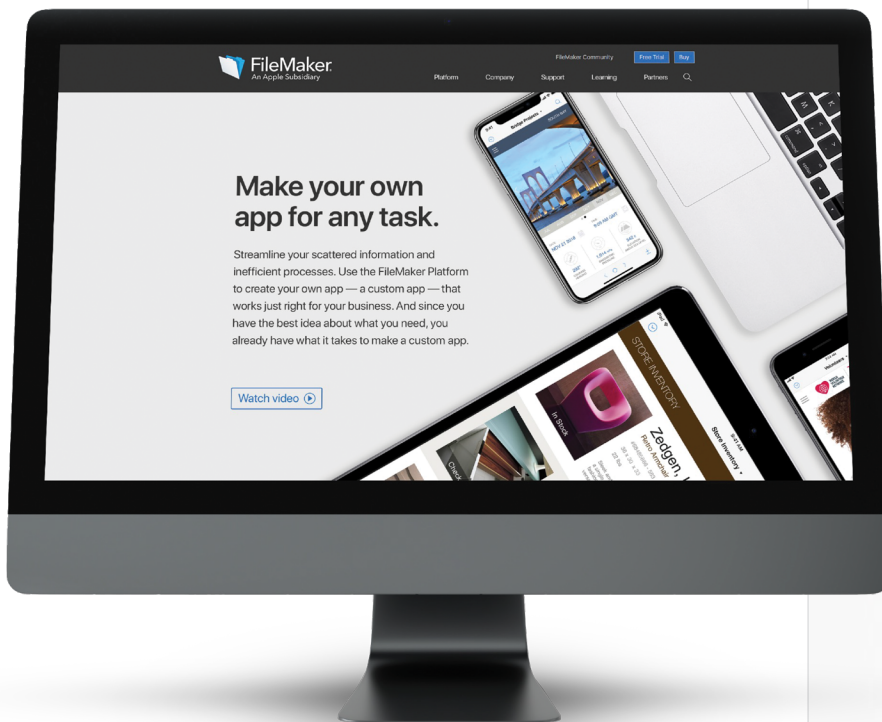
Outdoor, Large-Scale Image Campaign

Solera Networks (now part of Symantec) wanted to create an integrated marketing campaign designed to stand out and capture widespread attention. This campaign ran in airports, train stations, and other transit shelters around the world.



Website Design

As part of a content refresh program, Filemaker an Apple subsidiary, wanted to update their site with the latest "Applesque" visual queues like new fonts, iconography, colors, and a 12-column grid system. Pictured here is the home page and an image of one long tail page.

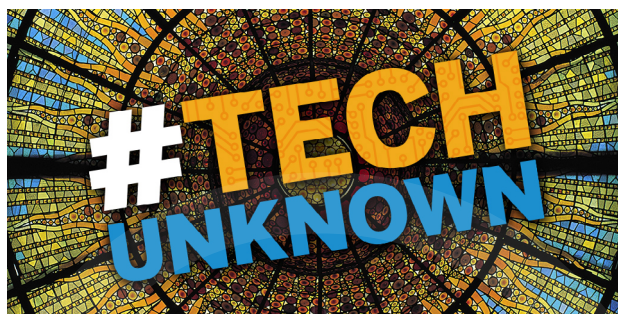


Social Media

These custom logo designs helped showcase two trade show events in Las Vegas and Barcelona.

The images were used in social media, Microsoft PowerPoint presentations, video productions, and print materials.

#TECH UNKNOWN



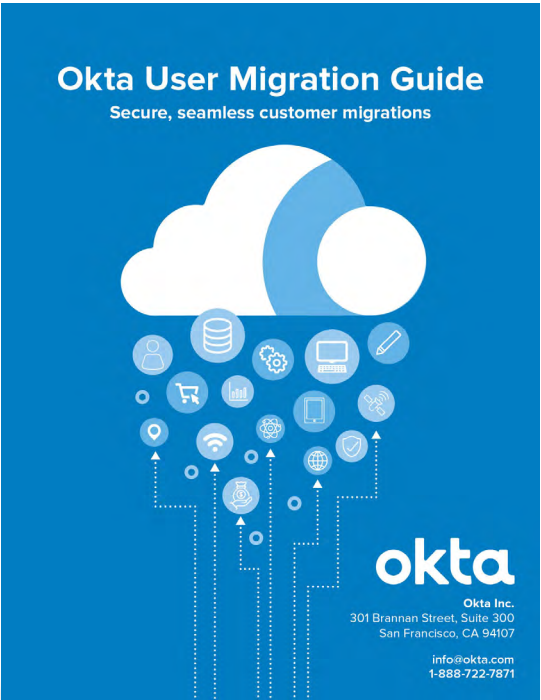
Tech Unknown Barcelona



Tech Unknown Las Vegas

User Guide

To help prospects understand both the ease of migrating to Okta and the level of commitment required, this multi-page guide supported a product launch with custom infographics to clearly illustrate the flow of information. Aventi implemented the entire project, from copy to creative.



Examine key user migration design considerations

Proper planning is critical to a successful migration. To plan properly you need to understand the current state of your user profiles, including where they're stored, how they're accessed, and how their passwords are handled. For example, profiles stored in an existing on-premises directory, such as Active Directory or LDAP, can be easy to export and import, but gaining external access to those profiles requires more attention.

Assess your existing user repository

The first step to a successful migration is to understand the current state of your user profiles, including where they're stored, how they're accessed, and how their passwords are handled. For example, profiles stored in an existing on-premises directory, such as Active Directory or LDAP, can be easy to export and import, but gaining external access to those profiles requires more attention.

Understand delegated authentication

Delegated authentication allows you to "delegate" a third-party system to perform the validation for your user credentials. Delegated authentication is often used with third-party systems such as an existing user database like Oracle, MS SQL, MySQL, and others. It can also be used with identity providers. The "Migration methods" section later in this guide discusses a few delegated authentication options.

Ensure a seamless credential store migration

The current state of your user credentials can impact the migration method you use. For example, you can choose to do a directory import if the profiles exist in your Active Directory or LDAP directory. If the credentials are hashed, you might choose to do a bulk import for hashed passwords using the Okta Users API. If your passwords are in plain text or decryptable, you might simply write a script to set the password.

Choose the appropriate migration

Migrating users can be separated into the following three categories:

- Bulk import
- Just-in-time
- Existing directories

Main Migration Categories	Migration Variations
Bulk Import Migrations	<ul style="list-style-type: none">• CSV Import• Okta Users API<ul style="list-style-type: none">– Importing Hashed Password– Hybrid Live
Just-in-Time (JIT) Migrations	<ul style="list-style-type: none">• Inbound Federation• Existing Database<ul style="list-style-type: none">– JIT from database– JIT from database with delegated authentication
Existing Directory Migrations	<ul style="list-style-type: none">• Directory Import (Active Directory/LDAP)• App Import (SAML)• On-Premises Provisioning

Bulk import migrations

With a bulk import you pre-load (also known as pre-staging) all the user profiles into Okta before the go-live date of your migration. This method is a back-end process that creates all the users at once before they start using the Okta system rather than one at a time as is done with the just-in-time method. Since the entire import occurs ahead of time, the bulk method can help reduce many issues that users might typically encounter with other types of migrations. It also gives the import team to process the various tasks involved in properly setting up each user profile. You can perform a bulk import by doing either a CSV import or by using one of the two Okta Users API methods.

CSV import migration

A CSV import gives you the flexibility to import a user base from any system that has the ability to export the user base into a CSV format. In spite of that flexibility, CSV imports are not designed for large-scale migrations. Additionally, passwords cannot be imported using this method and will require users to set their passwords when they first log in to the system.

To perform a CSV import you use an Okta provided CSV file to serve as a base template for your users. From the People page of the Okta administration user interface you can import the template file directly into the Okta Universal Directory once you've added all the users to the template.

More information on CSV imports.

Just-in-time migrations

Just-in-time is a method of creating users on demand as they log in to Okta for the first time. You can perform a just-in-time migration using the Inbound Federation method or one of two existing database methods.

Just-in-time methods can simplify your migration since they automate the process and only create new users if they don't already exist in Okta. While in some ways just-in-time methods are easier than importing users in bulk, they can cause users to experience delayed login times if there's a large influx of new user logins since Okta goes live. However, there are ways you can prevent this through rate limit adjustments and performance testing.

Just-in-time inbound federation

For an inbound federation just-in-time migration you can use an existing trusted authentication provider to sign into Okta. This is also known as a federated login. You can do this using any SAML 2.0 supported application or social authentication provider, such as Facebook, Google, LinkedIn, and Microsoft. That also includes any OIDC/OAuth 2.0 compliant provider.

When using inbound federation, you can enable just-in-time to automatically create a new user account in Okta if the federated account logging in does not already exist in Okta. This automates and speeds up user creation since it can pull the user identity information directly from the identity provider. The user password will not be set in Okta at this point, but their identity attributes will be imported.

More information on identity providers.

JIT from existing database

If you store your user profiles in an existing database or if you're migrating to Okta from a different identity provider, you can do a just-in-time from database migration. Using the Okta Users API and a custom login page, you can route user authentications to authenticate against your existing database or identity provider. When a user successfully authenticates, the provided credentials are used to create a user profile in Okta that includes the provided password.

JIT from existing database with delegated authentication

The existing database with delegated authentication migration allows you to maintain your own local user system of record, while using Okta cloud authentication. While this is typically only done during the migration phase, if you want to keep your user credentials stored locally, that local repository can remain active even after the migration.

Just-in-time existing database methods

You can choose from either of the following just-in-time existing database migration methods:

- Just-in-time from database
- Just-in-time from database with delegated authentication

eBook

As part of an initiative to promote how artificial intelligence is driving customer service innovation, this eBook helped ServiceNow highlight how the use of artificial intelligence ultimately helps deliver better customer service.



Artificial Intelligence & Intelligent Technologies: 3 Strategies for Driving Customer Service Innovation

How to transform your customer service and add business value using the intelligent tools and technology.



Automating knowledge management was rated #1 for leading to revenue growth

*Vital Objects and Field Service, "Future Trends in Field Service," 2016.

3. Continuously improve and optimize service processes

Customer service organizations are looking for productivity and efficiency gains, while maintaining a keen eye to increasing customer satisfaction. One key to success is analyzing daily tasks and, where possible, automating and enriching these tasks to provide better outcomes for customers.

- **Create knowledge automatically.** As agents respond to cases, intelligent technology automatically creates new knowledge and adds it to the central knowledge base. This efficiently improves and enriches the company's overall knowledge base without requiring additional resources.
- **Direct to next best action.** Intelligent technology is used to guide agents as they get customers to issue resolution as quickly and effectively as possible. Starting with the customer context, it dynamically analyzes and suggests allowing agents to stay focused on the customer's instructions, alerts, and guidance.
- **Optimize schedules.** By analyzing and looking at such as agent availability, skill set, number of work items, consultations, and more, intelligent technology optimizes for a specific outcome and provides task assignments, surfacing exception cases when necessary.
- **Take data-driven action.** Analytics enable to work smarter by easily identifying areas quickly remediate issues at the source of problems.

servicenow

Dean Underwood
Head of Technology Services
and Support, Virgin Trans



Real-World Success with ServiceNow Customer Service Management

Virgin Trans Dean Underwood, Head of Technology Services and Support, explains how they are using ServiceNow to realize tangible benefits today:

"We're moving toward a digitized, automated, personalized rail experience that puts customer satisfaction first. All of that starts with a foundation of a flexible agent workspace, streamlined processes and excellent service delivery. That's exactly what ServiceNow brings to the table."

Broadcom is using ServiceNow's Customer Service Management, and has successfully replaced 36 different customer service applications and implemented self-service and automation which has eliminated the need for most live support. For Broadcom, they were able to realize significant efficiencies, and also enable agents to focus on higher level work.

Combining intelligent technologies with automated actions, ServiceNow Customer Service Management reduces support costs and increases customer satisfaction while being forward-looking and strategically focused on driving new business, transformation, and revenue.

servicenow

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PowerPoint Design

This presentation takes PowerPoint to the next level with high-end images and animations. Our use of Adobe Illustrator and Photoshop helps boost graphics and heighten their impact on the audience.

Introducing SAP HANA 2.0 SPS03

The Business Data Platform

[Presenter's Name, Title]

PUBLIC

SAP Run Simple

Achieve Cloud Freedom

SAP Cloud Platform, SAP HANA service

Instant provisioning

Elastic scale

Consumption-based pricing

Fully managed by SAP across multiclouds

SAP Datacenters¹ SAP Cloud Platform² Microsoft Azure Amazon Web Services SAP HANA On Premise

Benefit

- Break cloud boundaries and limits
- Innovate with intelligence from live data
- Deliver business-ready cloud apps and insights

The power of SAP HANA Platform fully managed in the cloud

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Accelerate with Simplicity

High performance data tiering with native extended node support

New native SAP HANA extended node support with 4x warm data capacity

Deliver high performance on low-cost TDI5 hardware

Consumption-based pricing

Full capability support including all data types and advanced analytics engines

SAP HANA

Master node Worker node(s) Extension node

hot data warm data

Benefit

- Optimize performance/cost ratio
- Lower in-memory compute, storage and management costs
- Leverage all functionality with warm data at lower cost

Fast and full-featured warm data management within standard scale-out architecture

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Introducing SAP HANA, the business data platform

Highlights of version 2.0 SPS 03

- Real-time data anonymization
- Intel persistent memory support
- Enterprise architecture designer

- SAP HANA spatial services
- SAP HANA Blockchain service

SAP HANA 2.3

Innovate with confidence Achieve Cloud Freedom Accelerate with Simplicity Act with live intelligence

- Multicloud data platform as a service
- Enhanced data tiering
- Hardened HA/DR

Accelerating the journey to the intelligent enterprise

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TK

Aventi Group



Thank you for your time...

In addition to our creative marketing solutions, our clients chose Aventi for the following reasons:

1. **Expansive, credentialed product marketing talent**

We have experts in just about every field of product marketing, including product launch, sales enablement, social media, copy writing, creative direction, event planning, video production, and more.

Many of our professionals are formerly marketing vice presidents, directors, and managers at highly respected technology enterprises like Adobe, CISCO, SAP, and others. Many of our consultants have BS and/or MS technical degrees in areas such as computer science and engineering, while others have earned their BBA/MBA in Marketing.

2. **Peak project support**

When the volume of your company's marketing projects exceeds your staff resources, Aventi can quickly assign top talent for any product marketing requirement to help with short term spikes in demand.

It is common for clients to engage our talent when they have a key project with a specialized need that does not warrant a full time hire.

3. **We're your extended marketing team**

Aventi has over 15 years of experience with depth and breadth in enterprise software, cloud computing, and related hardware technologies. Many clients consider us a trusted partner and an extension of their team.



Executive Team

Jeff, Managing Director and Co-Founder, has over 20 years of experience in marketing strategy, marketing operations, and strategic business development. Prior to beginning his consulting career in 2004, Jeff held senior marketing and business development roles at both large and small firms, including Sprint, Oracle, and NorthPoint Communications. His career also includes an extensive background at IBM in several marketing and sales roles of increasing responsibility. He has successfully launched multiple SMB and enterprise product and service offerings, and has led large channel and partner organizations during the past 4 years, he has led first BusinessLaunch Consulting Services and now Aventi Group in delivering interim marketing leadership to clients in the high tech industry. Jeff is also the President-Elect for the Northern California Chapter of the Institute of Management Consultants (IMC), a national consulting professional organization. Jeff holds a BS in physics from the University of California, Davis, and an MBA from The Anderson School at UCLA.

Sridhar, Managing Director and Co-Founder, has over 20 years of experience in technology companies, from startups to blue chip firms. As the marketing executive for Hewlett-Packard's Managed Services business—a \$1.1B unit he was responsible for worldwide marketing and managing the HP services portfolio. He also held profit & loss responsibility for electronic messaging outsourcing and e-services business units. Sridhar's efforts led to HP being the #1 ERP Outsourcer and to their growth in the data warehouse market—now well over a \$1B revenue stream. Sridhar has played interim executive roles for several technology firms, leading their sales/marketing functions in the high growth phase. Sridhar holds an MBA from the Wharton School of Business and a BS in Engineering Physics from U.C. Berkeley. He also serves as Vice Chairman Emeritus of the Board of Child Advocates of Silicon Valley, a non-profit that provides stability and hope to abused and neglected children.



, Partner, has more than 25 years of experience in product marketing, product strategy, and product management. Prior to Aventi Group, Michaela held senior product marketing and product management roles at SAP, Apple, Sage, HP, Sun Microsystems, and other high tech companies. Michaela specializes in blending customer needs, technological innovation, and market data to position, advance, and evolve software solutions. Michaela is a skillful strategist who is focused on results to transform vision into business outcomes for firms selling to small business and enterprise markets. Michaela started in high technology in interaction design with IBM after receiving a Master's in Cognitive Psychology from New Mexico State University.

, Partner, has over 20 years of experience in business strategy, new business development, product management, marketing, and business operations. Prior to consulting, Ray held senior general management, business development, and product marketing roles at both large enterprises and smaller entrepreneurial companies, including AT&T, American Express, Intuit, NorthPoint Communications (acquired by AT&T), and OpSource (acquired by Dimension Data). Some of Ray's results as an executive leader and consultant include: identifying and leading the development of the best product offering to launch for a new company; helping a Ciena obtain their first OEM technology agreement with a leading semiconductor manufacturer; helping a Ciena raise a \$3 million Series A funding; growing AT&T WorldNet's net margin by nearly \$100 million over two years; and helping obtain the first approved US patent for an enterprise software company. Consulting clients have included SAP, Sierra Wireless, Xerox PARC, PowerCloud Systems (acquired by Comcast), and others. Ray holds a BA in economics from the University of Michigan in Ann Arbor and an MBA from the Stanford Graduate School of business.