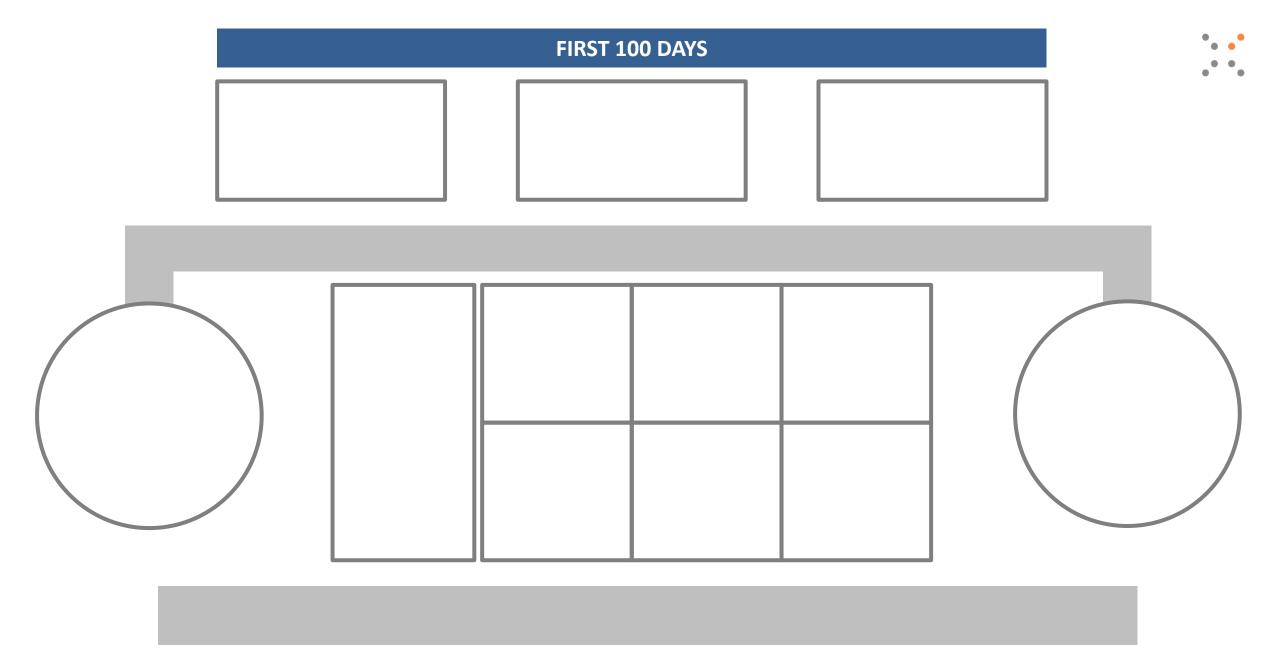


The First 100 Days

Helping Chief Data & Analytics Officers Navigate Their Journey to Success

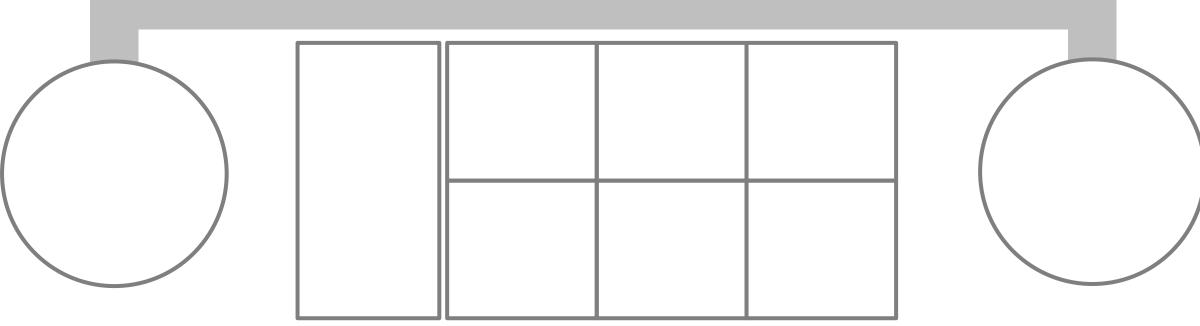
> Ahsan Siddiqi (<u>asiddiqi@xby2.com</u>) Sr. Director





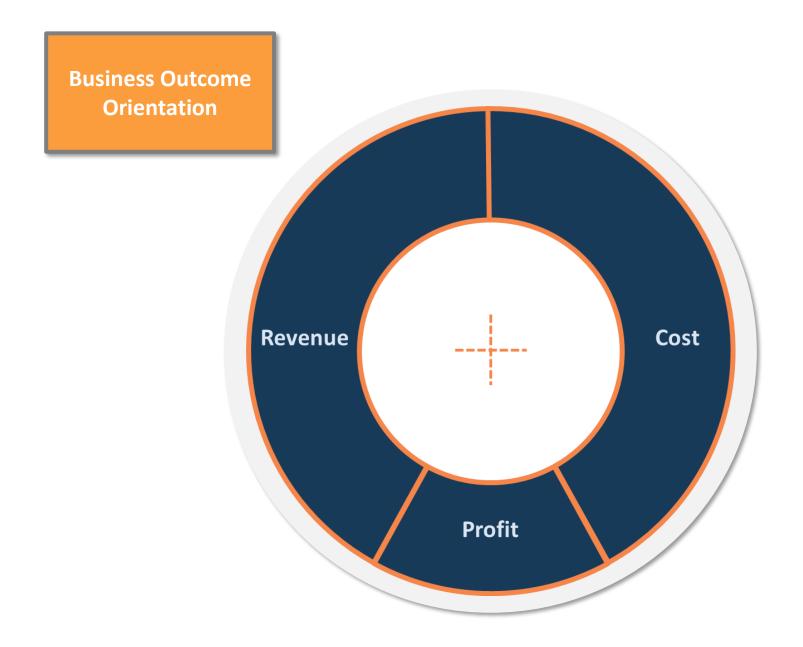














We can reduce fix cost by 20%, that can be used for new projects

Moving analytics to the cloud will contribute 20 cents EPS in two years

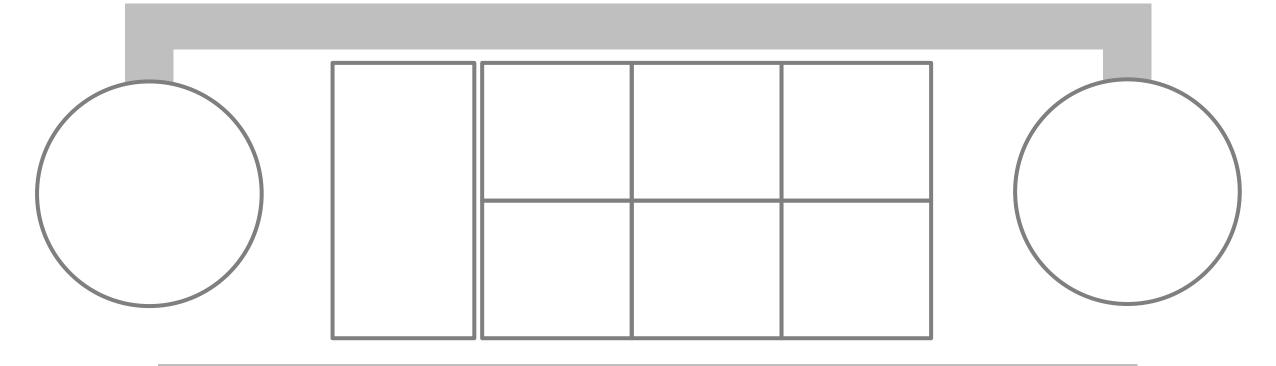


Transition to managed services will generate \$30M in new shareholder value



Positioning







Positioning

Data Integrator

Data Acquisition
Data Quality
Basic Reporting
Data Protection

Operational Efficiency

Agile Delivery
Cost Optimization
Cloud Efficiencies

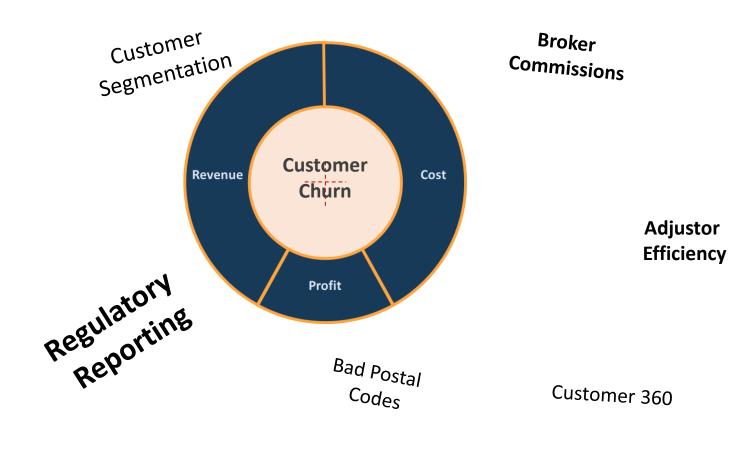
Internal Efficiency Business Partner Efficiency

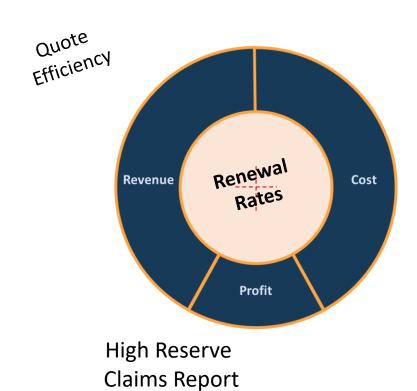
Innovator

Product Development Customer Experience Monetization



Positioning

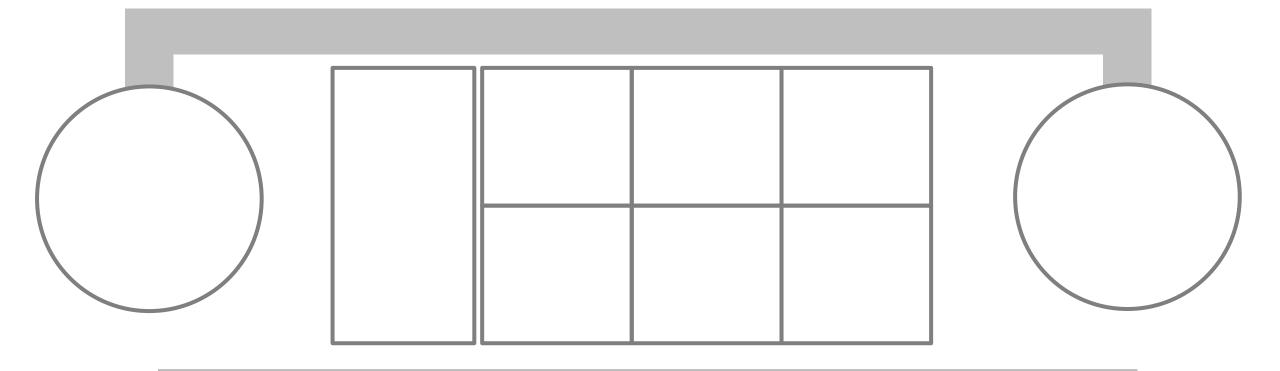






Positioning

Internal & External Partnerships





Internal & External Partnerships

Business Partnerships

Sr. Leadership Team CIO, CISO Business Customers

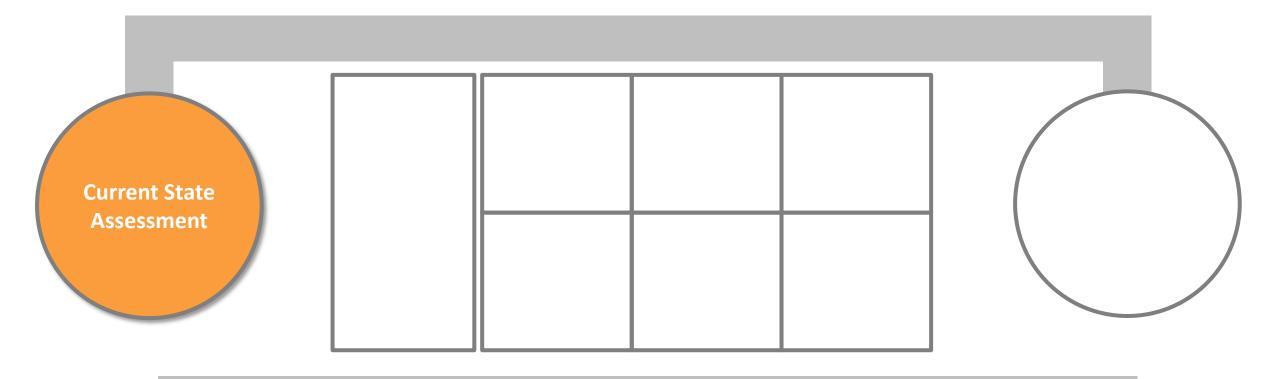
Industry Partnerships

Professional Services Firms (Domain)
Technology Vendors
Analysts, Staffing

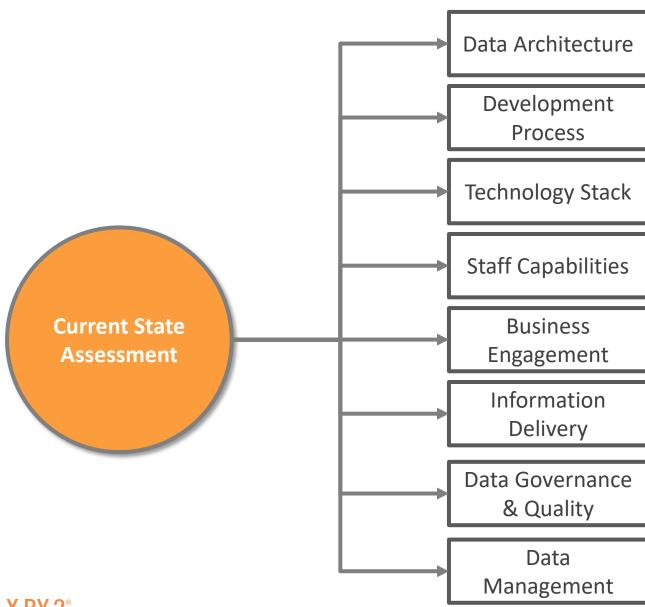


Positioning

Internal & External Partnerships





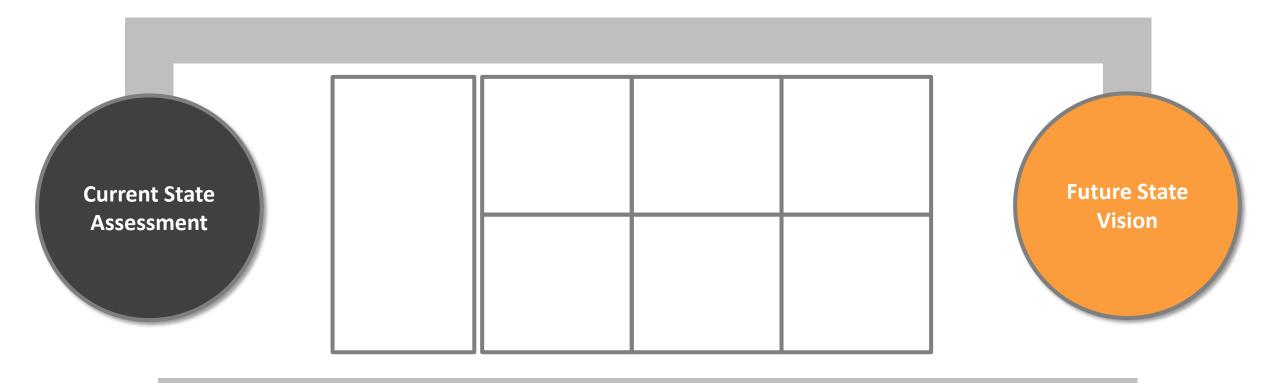


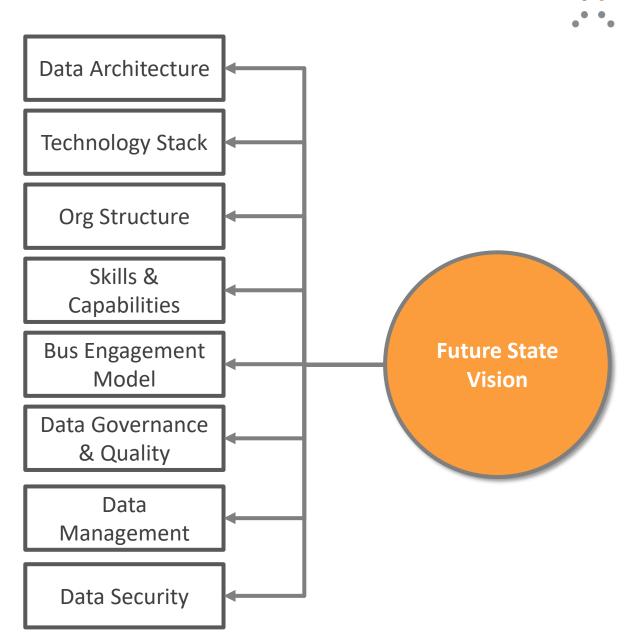
X BY 2[®]



Positioning

Internal & External Partnerships





XBY2®



Positioning





Strategy & Roadmap

Business-IT-Data Alignment

Data Governance Skills & Staffing Gap Technology Gap Budgets & ROI

Roadmap



Positioning



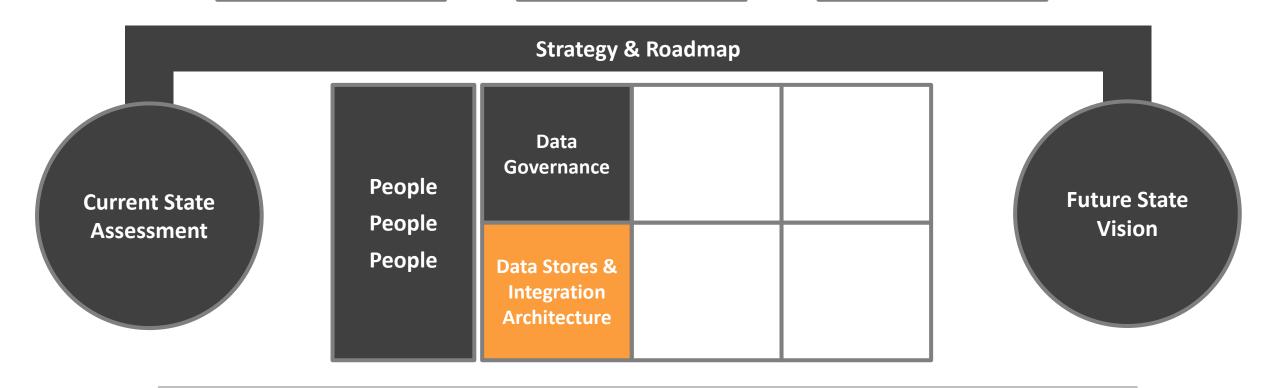


Positioning





Positioning





Positioning



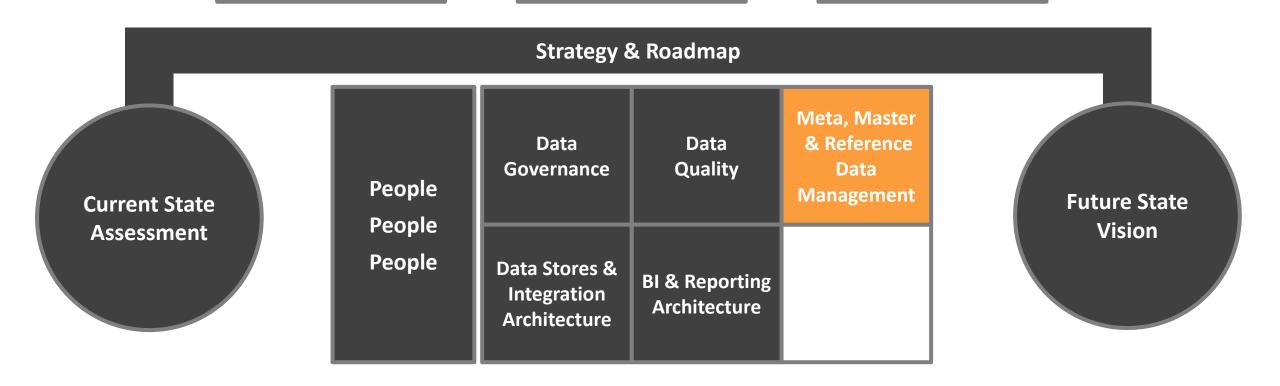


Positioning



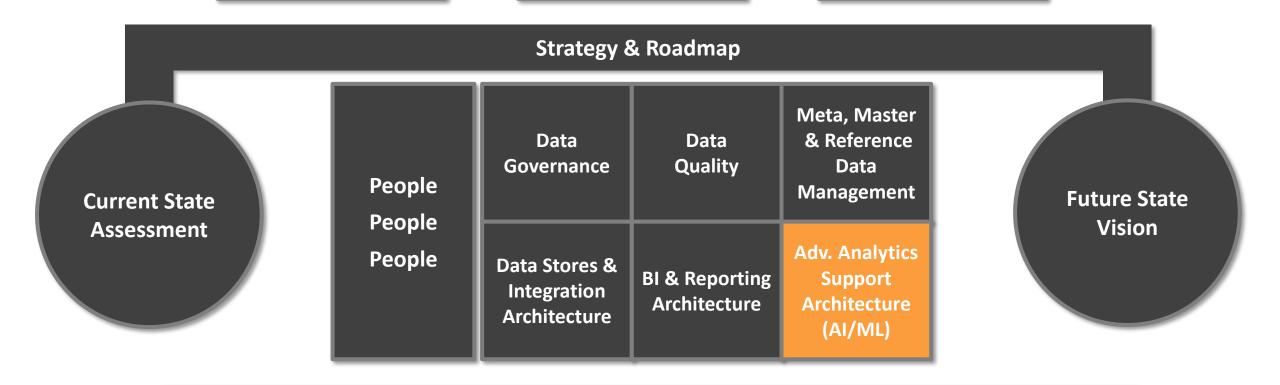


Positioning





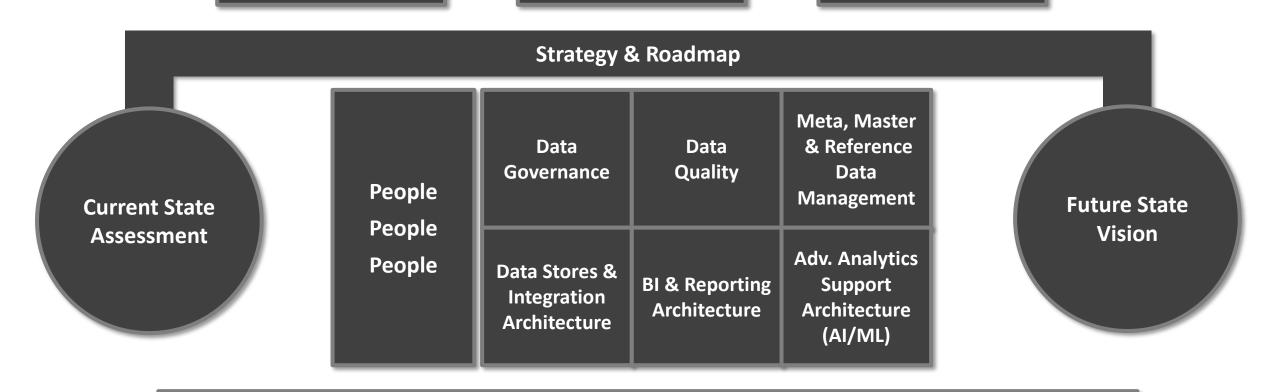
Positioning





Positioning

Business Alliances & Partnerships





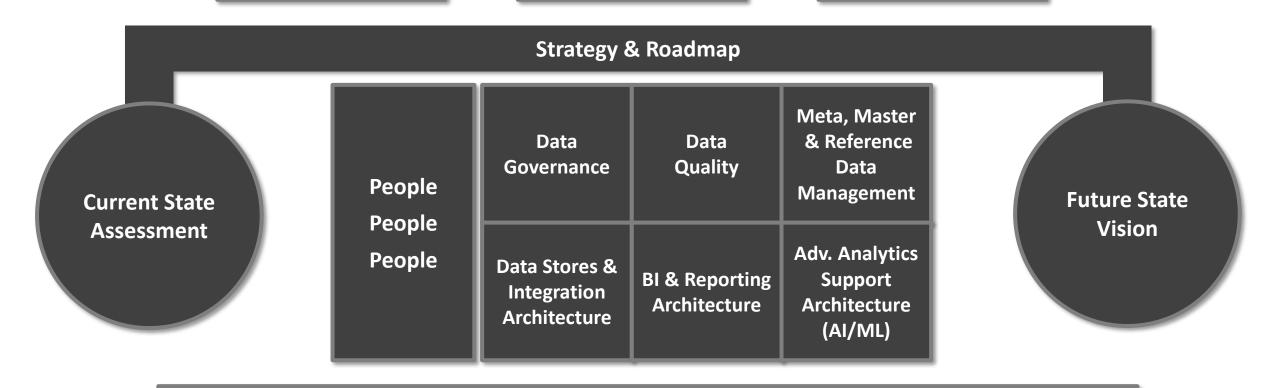






Positioning

Business Alliances & Partnerships



FIRST 100 DAYS Business Outcome Business Alliances &



Business Outcome Orientation

Positioning

Business Alliances & Partnerships



Prepare for Delivery



