

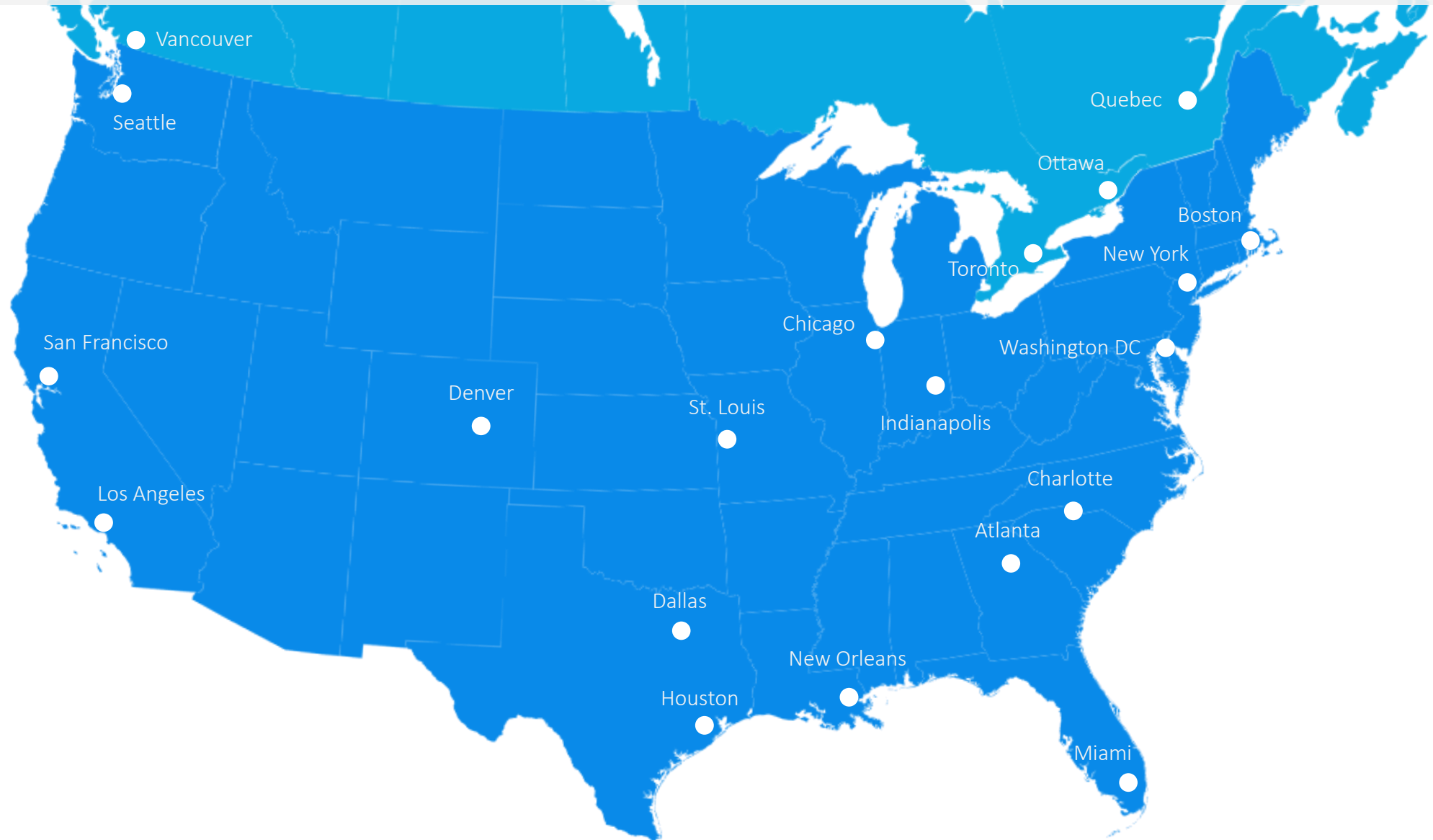


# Gartner Magic Quadrant: Managed Workplace Services, North America – 2021

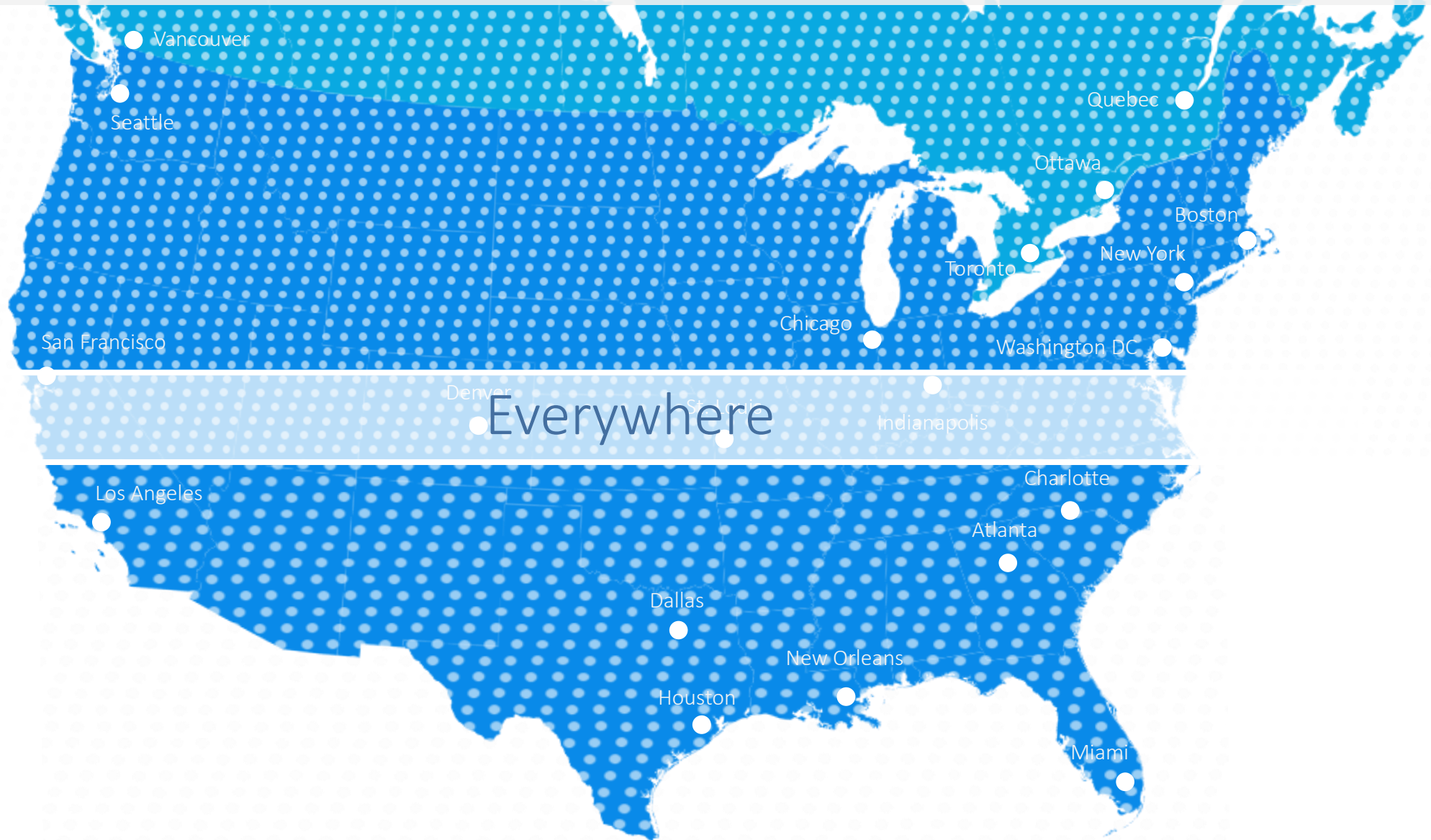
Vendor Name: **CompuCom®**

Date November 10, 2020

# The Pre-Pandemic Business Workplace



# The Post-Pandemic New Normal Workplace



# Shaping The Post-COVID Work Environment

## Partnering with our customers to evolve the digital workplace

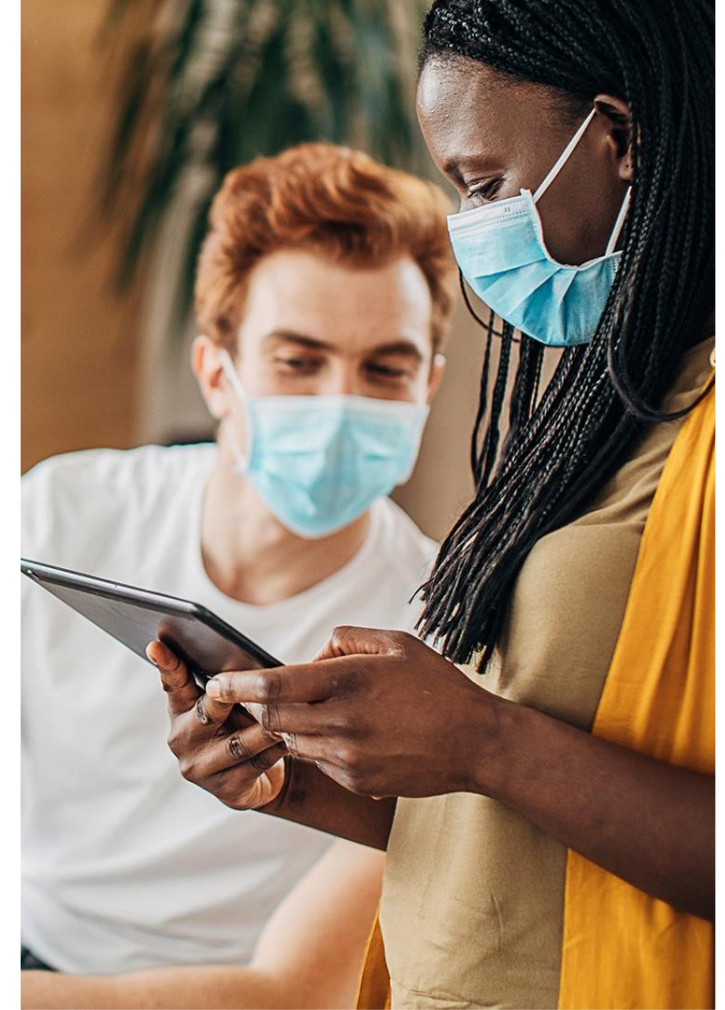
### THE NEW NORMAL

- Employee Experience
- User-centric IT
- Flexible Schedules
- Remote Work
- New-Look Offices
- Everyone Connected

### OUR RESPONSE

- Digital Support Experience
- Modern Endpoint Management
- Zero-Trust Edge
- L2 Remote Resolution
- Distributed User Support Options (on-site, home, walk-in)

Harnessing the power of the digital workplace to seamlessly connect end users and elevate the employee experience



# Growth In The New Normal

Responsive initiatives designed to drive focus, alignment, and growth

## Strategic Transformation



## Driving Growth



Reimagine the customer experience



Elevate the brand



Reinvent the core



Accelerate multi-channel growth



Energize the team



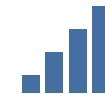
Deliver an elevated user experience



Expand existing customer relationships



Become the partner of choice



Expand powered by CompuCom



# Refreshed Market Engagement

## Elevating customer and market awareness

### ELEVATE THE BRAND



#### Website Relaunch

Simplified messaging, direct value prop, clear CTAs & retargeting

### BUILD AWARENESS



#### Media and Analyst Relations

Raise our profile & establish thought leadership thru media and analyst relations

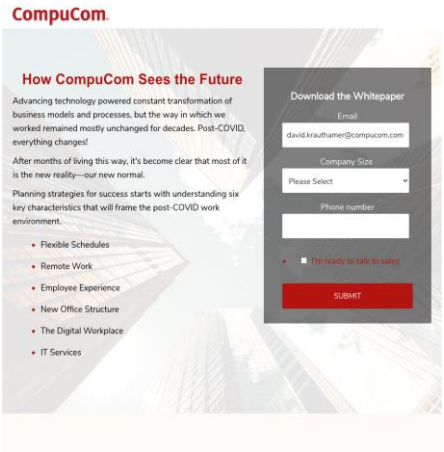
### INCREASE ENGAGEMENT



#### Account-based Marketing

Personalized campaigns among strategic target accounts

### DRIVE DEMAND



#### Integrated Campaigns

Cohesive brand and direct response campaigns featuring thought leadership

### CUSTOMER EVIDENCE

"1700 iPads needed for COVID hospital work quickly. The team configured 400 2 weeks ago in record speed. 780 more delivered yesterday and they are half-way through far exceeded my expectations and the customer."



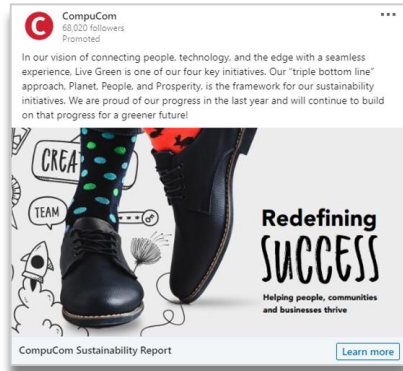
#### Programmatic Approach

Focused effort to highlight customer evidence from new and existing accounts



# Driving Results

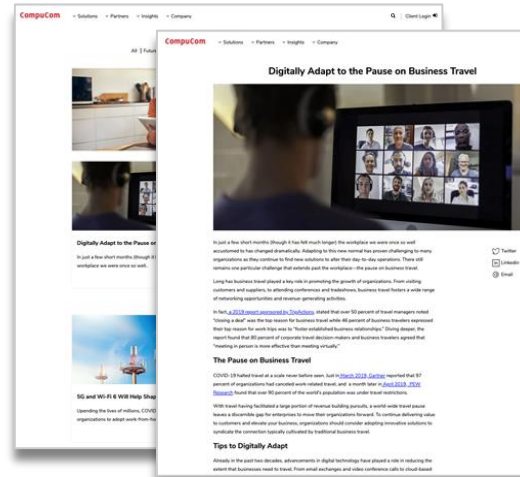
## Exceeding industry benchmarks



LinkedIn Ads



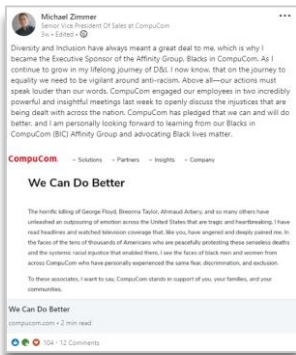
Geo-targeted Campaigns



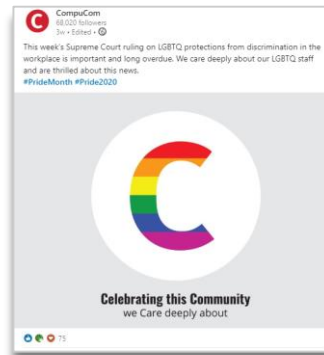
Perspective Blogs



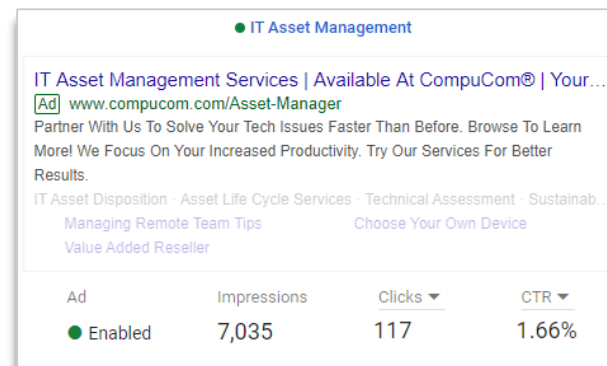
Whitepapers



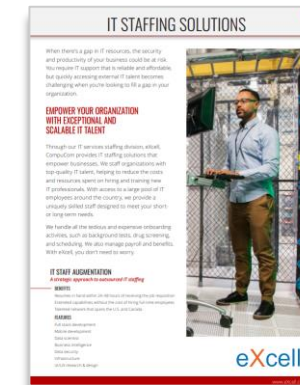
LinkedIn Engagement



LinkedIn Posts



Google Search Ads



Marketing Collateral



Infographics

# Aligning to our New Regional Structure

## Driving a customer-focused approach

- Regional leadership driving market and customer engagement
- Customer executives driving delivery and relationship development
- Services sales executives responsible for new business development
- Product sellers and technical specialists driving technology sales

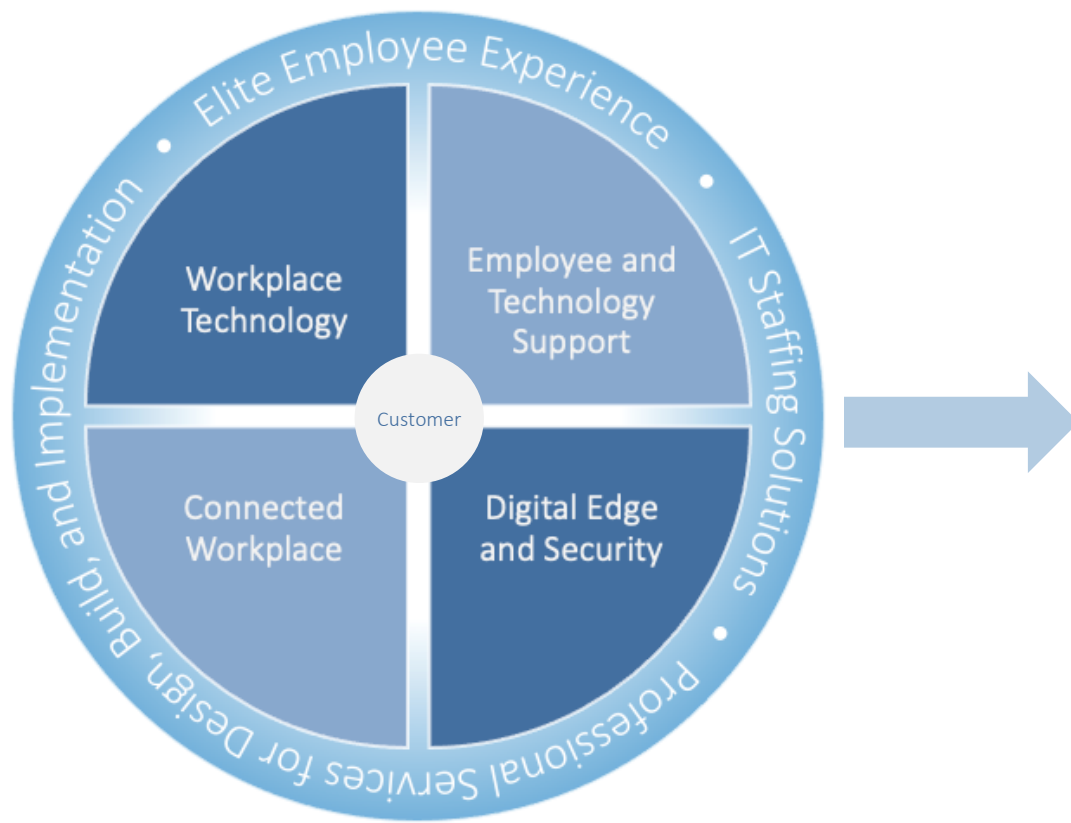




# Focused Digital Workplace Offerings

Creating tailored employee experiences

## Solutions



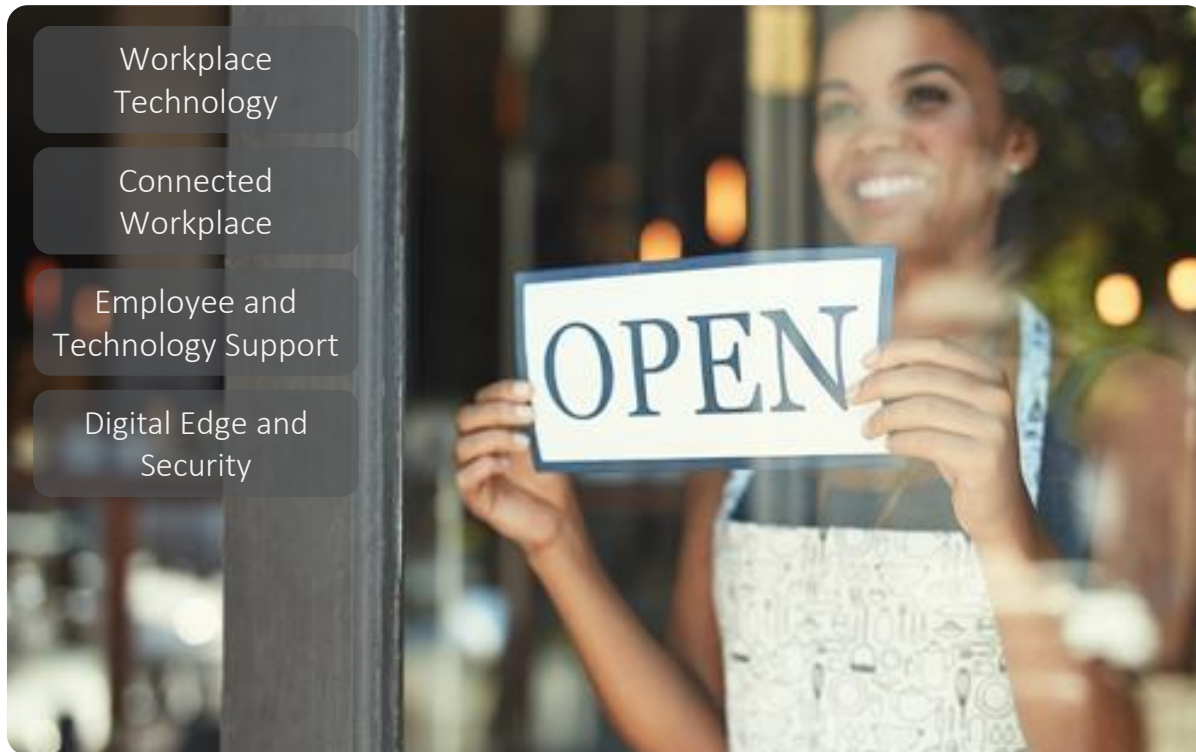
## Delivery Services



# Powered By CompuCom

Delivering enterprise-grade services to SMBs via Office Depot

## Solutions



## Delivery Services



# Industry Breadth

Services tailored to meet industry requirements



Retail



Financial



Pharma



Government  
and Defense



Booz | Allen | Hamilton



Healthcare



← Global System Integrators →

# Technology Ecosystem Partners

Working together to deliver market-leading technology and services





# Delivering Coast to Coast

Pairing local resources and global delivery to meet customer needs

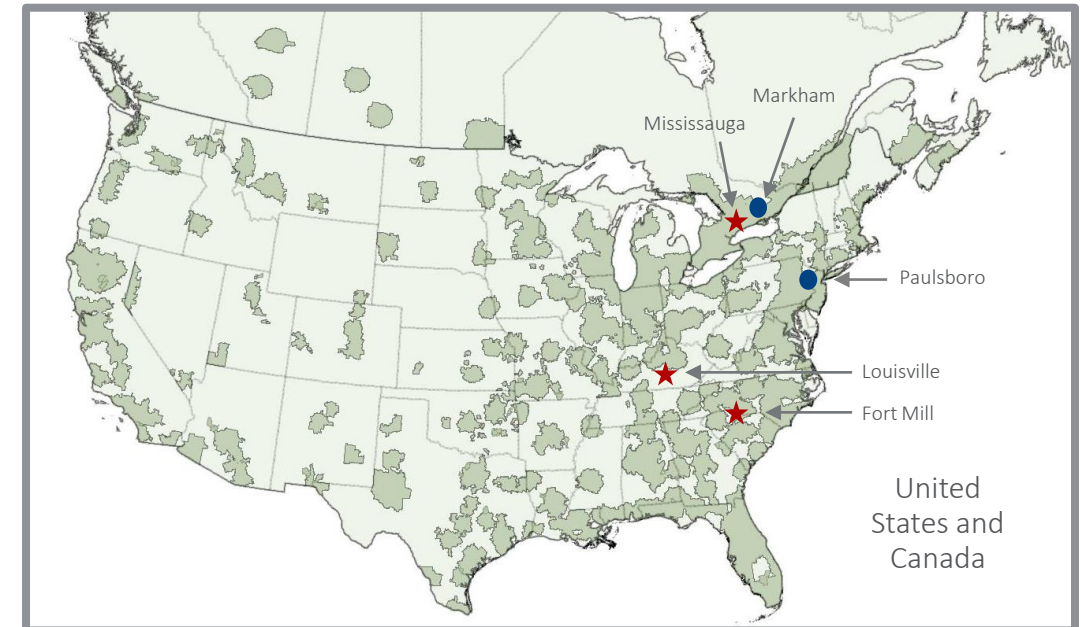
8,200+ Employees  
6,500+ Technical delivery resources

## Field Services

400,000+ annual dispatches  
90%+ coverage of North American population with W2 associates  
90%+ first call resolution

## Delivery Services

8M+ service desk contacts annually  
9M+ total devices supported (5.4M PCs + 2.5M mobile + 1.8M IoT)  
32K+ virtual desktops supported (on-prem and cloud)  
85%+ first call resolution

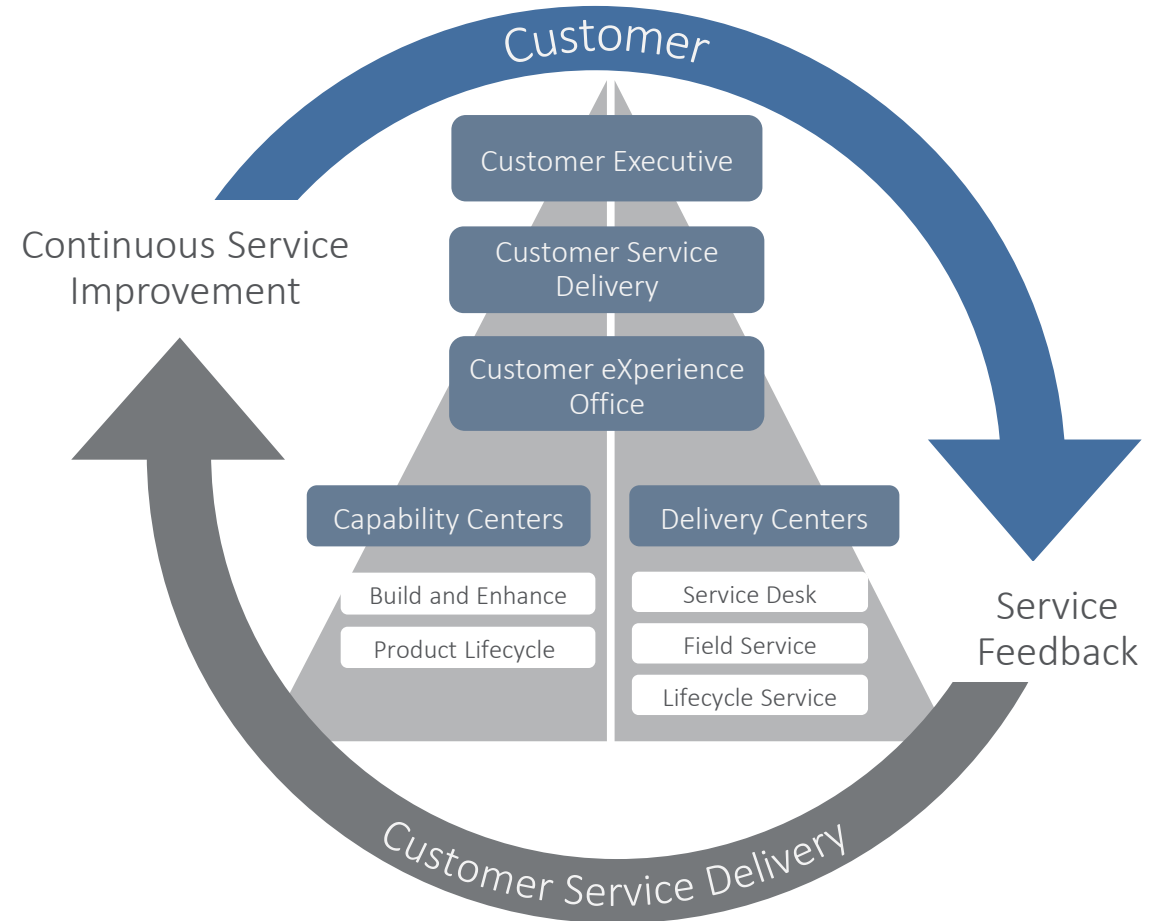


Standard W2 Field Tech Service Zone
  Extended Service Zone
 ★ Service Delivery Center
 ● Advance Configuration Center

# Delivery Model

## Customer-focused execution and innovation

- Customer executives serve as customer advocates
- Unified delivery management spans all capabilities
- Customer experience office driving analytic-driven service improvement and best practices
- Delivery centers overseeing multi-client delivery services
- Capability centers driving innovation and offering direction
- Continuous feedback loop to maintain customer relevancy



# Technology-Powered Service Delivery

## Efficiently delivering an optimized end-user experience

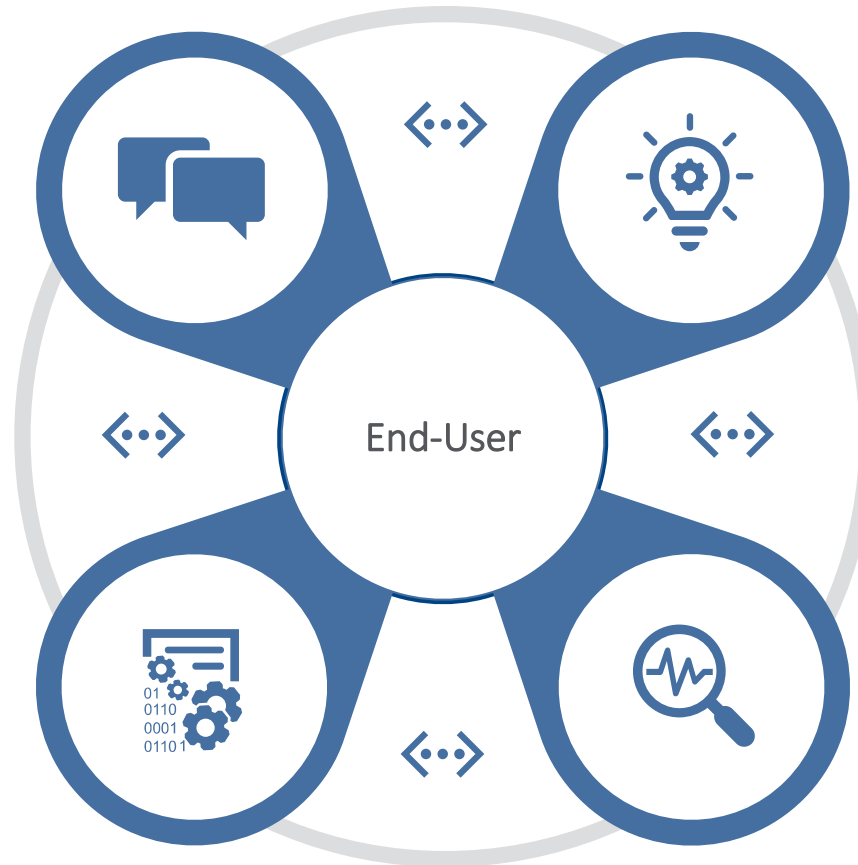
### Engagement

Support solutions to provide a modern engagement experience



### Service Management

Delivery enablement solutions to drive quality and efficiency



### Automation

Delivering automation that enables exceptional experience management



### Analytics

Delivering insights and analytics to optimize services and impact outcomes



# Customer-Driven Innovation

Delivering excellence to end-users



## Contact Center

Migrating to a next generation cloud-based contact management platform focused on enhancing customer engagement



## Expanded Site Support Access

Meeting the needs of distributed end-users for hands-on technology help in-home and at select Office Depot locations



## Endpoint Analytics

Upgrading service with new cloud-based platform with CXO integration for enhanced workplace analytics



## L2 Remote Resolution

Expanding team of highly skilled remote support technicians to accelerate resolution of high complexity incidents and requests



## Customer Experience Office

Dedicated team driving analytics, continuous improvements, improved service efficiencies, and enhanced customer experience across all digital workplace services



## Digital Engagement App: CompuCom Connect

Launched new application providing an enhanced customer engagement experience to CompuCom's products and services



## Experience Level Indicators (XLI)

Enhancing analytics and persona capabilities with a holistic approach to measure and manage user experience of the digital workplace



## Modern Device Management

Leveraging Microsoft Endpoint Manager including Intune, Autopilot and MDM; increasing remote management capabilities and driving increased adoption



# Earning the Right to Serve Our Customers

## Rising to the challenges of COVID-19

"I want to extend my biggest appreciation to each and every one of you for continuing to provide support to our business users. It is during difficult times when everyone gathers and truly works as one team... I truly appreciate the hard work that you are performing and the speed that you are working at resolving issues and imaging devices. Thank you, Thank you, Thank you!"



"As we start defining what the new norm is for the hospital and what life looks like in the upcoming weeks and months, please know that you were an integral part in helping us support not only our staff at the hospital but those team members that were sent home to work."



"Hey Santos, I wanted to thank you for your 'can do' attitude and willingness to help. I really appreciate how quick you are to react and start problem solving. I appreciate all you for the building!"



"1700 iPads needed for COVID hospital work quickly... far exceeded my expectations and the customer."



"Outstanding support. In a very challenging environment, provided exceptional service in a timely and expeditious manner"

Booz | Allen | Hamilton

"In an industry where tech problems can severely impact patient care, CompuCom's support has made all the difference."



"Hi Scott, Worked out well ... you got a resource on site quickly who was able to help us out. By the end of the day/Friday, we were all set up. Thanks again!"



# A Uniquely-Focused Digital Workplace Company

Connecting people, technology and the edge with a seamless experience

- 35+ years of experience supporting end-user technology
- Customer-focused organization with a strong delivery reputation
- End-to-end services from technology provisioning to user support to field dispatch and advanced exchange to keep users productive
- Driving innovation to create an elevated employee experience for the new normal
- Professional services supporting customer transformation projects





Thank You