



DESK

Digital Experience System Kit

Partner network

OVERVIEW OF CONSUMER GOODS ECOMMERCE

HEADLINES FOR THE ADOPTION AND USE OF CONSUMER GOODS ECOMMERCE (B2C ONLY)



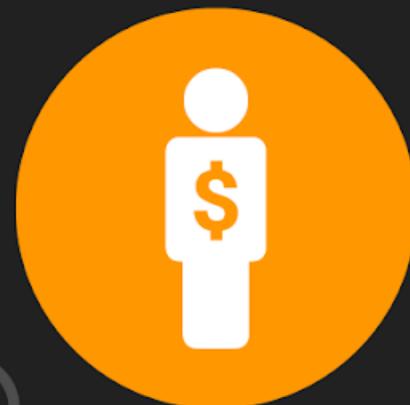
NUMBER OF PEOPLE PURCHASING CONSUMER GOODS VIA ONLINE CHANNELS IN 2022

**4.11**
BILLIONYEAR-ON-YEAR CHANGE
+8.3% (+315 MILLION)

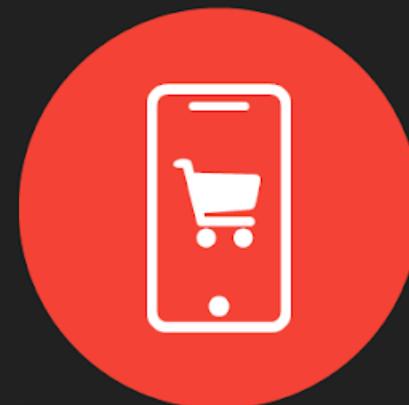
ESTIMATED TOTAL ANNUAL SPEND ON ONLINE CONSUMER GOODS PURCHASES (USD, 2022)

**\$3.59**
TRILLIONYEAR-ON-YEAR CHANGE
-6.5% (-\$250 BILLION)

AVERAGE ANNUAL REVENUE PER CONSUMER GOODS ECOMMERCE USER (USD, 2022)

**\$873**YEAR-ON-YEAR CHANGE
-13.7% (-\$138)

SHARE OF 2022 CONSUMER GOODS ECOMMERCE SPEND ATTRIBUTABLE TO PURCHASES MADE VIA MOBILE PHONES

**59.8%**YEAR-ON-YEAR CHANGE
+1.2% (+71 BPS)

2022 ONLINE PURCHASES vs. TOTAL CONSUMER GOODS PURCHASE VALUE ACROSS ALL RETAIL CHANNELS

**17.1%**YEAR-ON-YEAR CHANGE
+4.4% (+72 BPS)

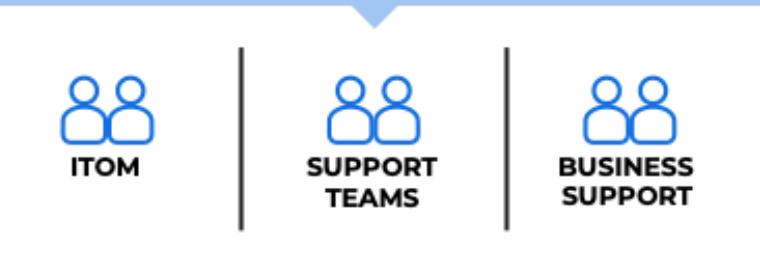
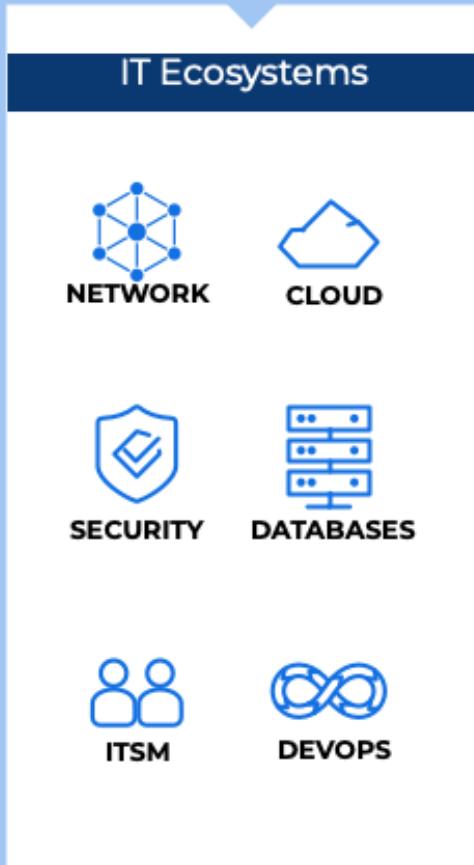
SOURCE: STATISTA DIGITAL MARKET OUTLOOK. SEE [STATISTA.COM](https://www.statista.com) FOR MORE DETAILS. **NOTES:** "CONSUMER GOODS" INCLUDE: ELECTRONICS, FASHION, FURNITURE, TOYS, HOBBY, DIY, BEAUTY, CONSUMER HEALTHCARE, PERSONAL CARE, HOUSEHOLD CARE, FOOD, BEVERAGES, AND PHYSICAL MEDIA. FIGURES REPRESENT ESTIMATES FOR FULL-YEAR 2022, AND COMPARISONS WITH EQUIVALENT VALUES FOR THE PREVIOUS CALENDAR YEAR. FINANCIAL VALUES ARE IN U.S. DOLLARS. PERCENTAGE CHANGE VALUES ARE RELATIVE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. **COMPARABILITY:** BASE AND CATEGORY DEFINITION CHANGES. FIGURES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.



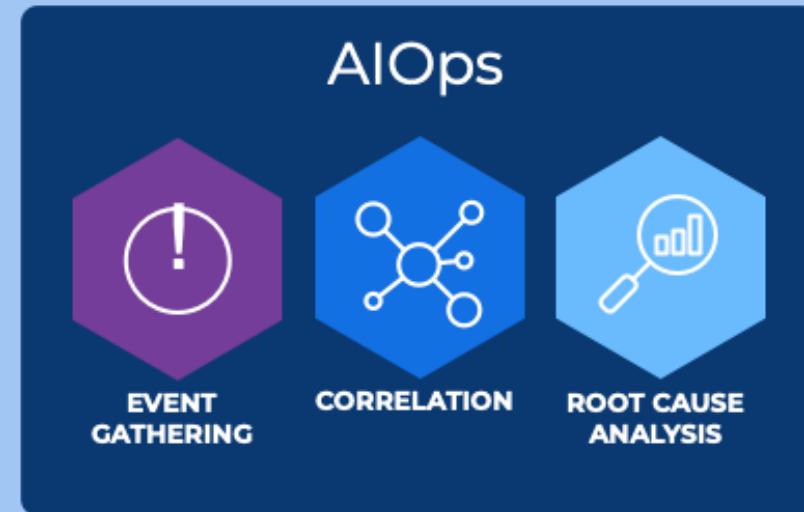
Every business goes digital

ORGANIZATIONAL AWARENESS

OPERATIONAL AWARENESS



BUSINESS AWARENESS



AIOps platforms are one tool that can combine both data sources real time IT operational awareness and Business operations awareness.



Application performance monitoring
creates the dialogue between business and IT

Digital Experience System Kit

Application performance



Sibir

96.8 % SLO status | 36.2 % Error budget | 95 % Target

99.9 % SLO status | 99.9 % Error budget | 95 % Target

FHD - fulfillment SLA

Current values

Availability 100 % SLO status | 100 % Error budget | 99.9 % Target

Integration control

Center

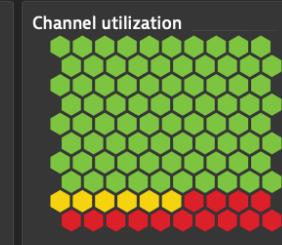
90.77007 % SLO status

■ Warning

■ Bad

■ No Data

Channel utilization



E10

100 % SLO status

■ Good

■ Warning

■ Bad

■ No Data

■ Warning

■ Bad

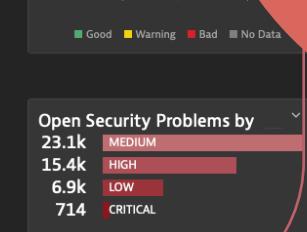
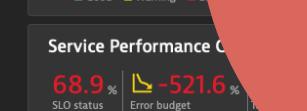
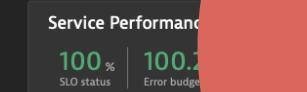
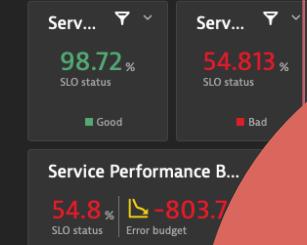
■ No Data

■ Warning

■ Bad

■ No Data

Service performance



With One DESK, IT managers and business owners can see how their commands and instructions are executed

SLA and business KPI monitoring

Infrastructure monitoring

User experiences monitoring

Release and product launch monitoring

DESK uses artificial intelligence to make the system monitorable



DATA

Artificial intelligence interprets data flows from various sources: business indicators, metrics, log files, traces, and user experience

End-to-End Monitoring

Troubleshooting and identification of abnormalities, reduction of system downtime

Testing new application functionality



Business Intelligence

Analysis of IT efficiency and its impact on business, user behavior, and marketing

Opex reduction

Digital Experience System Kit

IT_DESK

- Full stack monitoring
- AI automatically detects and prioritizes problems
- Site Reliability Engineering
- IT service architecture inventory
- Release testing
- Code quality management

Business_DESK

- Business Impact**
See real-time business impact to prioritize what matters most.
- Release Validation**
Ensure software releases meet expected business goals

Marketing_DESK

- Real user monitoring. 100% observability to actual real user experiences
- Analysis of business transactions, marketing campaigns, and user behavior.

Security_DESK

- Runtime Vulnerability Analytics
- Application Protection
- Log audit and forensics

Key toolsets for digital teams on a single platform

Who are the internal users of DESK?



Partner network

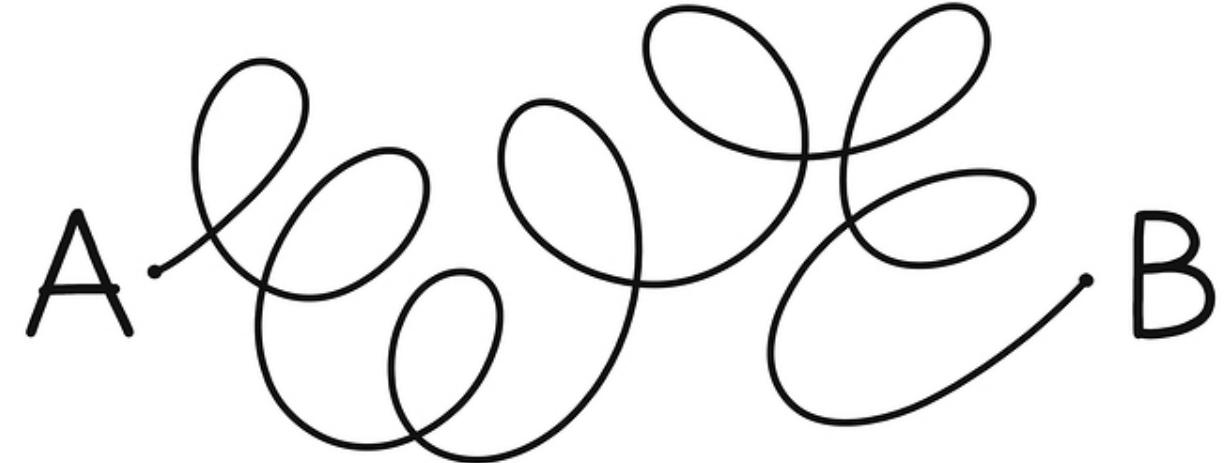
DESK theses of the partnership program

Minimum level
of competition

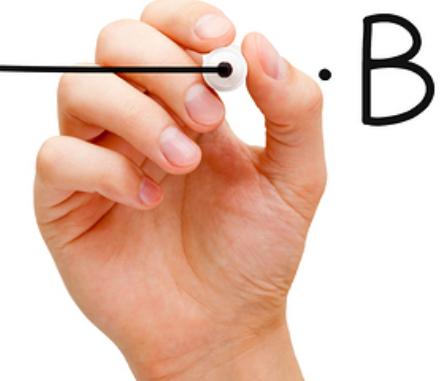


DESK theses of the partnership program

We quickly
integrate
partners into
the sales cycle



**Explain Complicated Things
in a Simple Way**



Big market =
big opportunities

DESK theses of the partnership program



Partnership program

Key topics

It's important



- Application performance impact on business.
- Application performance boosts sales.

Loyalty to partners



- Fast integration into the sales process
- Presale support
- Conflict protection

Increase in sales



- Development of the APM market segment
- Increase in sales
- Maximum market coverage

Building trust
is the foundation
of success



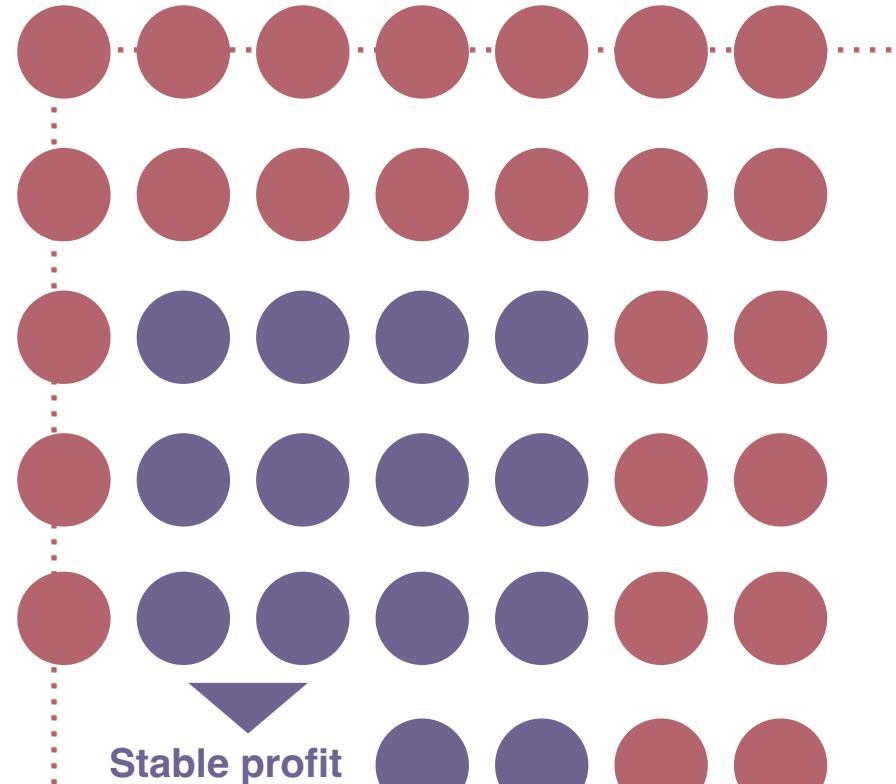
Income-generation opportunities in the APM sector

DESK perspective



Growing influence

Partner's perspective



Stable profit

Levels of participation

Paper. Purchasing Management only: (project implementation and presale using DESK resources)

Limited: partner makes a project using DESK technical support

Driver. High level of participation: the partner does the project on his own, without the participation of DESK

Margin 10%

Margin 15%

Margin 30%

Joint sale model	1 / Get a lead	2 / Presale Demo	3 / Tests Proof of concept	4 / Technical specifications	5 / Purchase contract	6 / Platform integration
Paper	Partner	DESK	DESK	DESK	Partner / DESK	DESK
Limited	Partner	Partner	Partner / DESK	Partner / DESK	Partner / DESK	DESK
Driver	Partner	Partner	Partner	Partner	Partner	Partner



Levels of participation



Timeline with sale steps



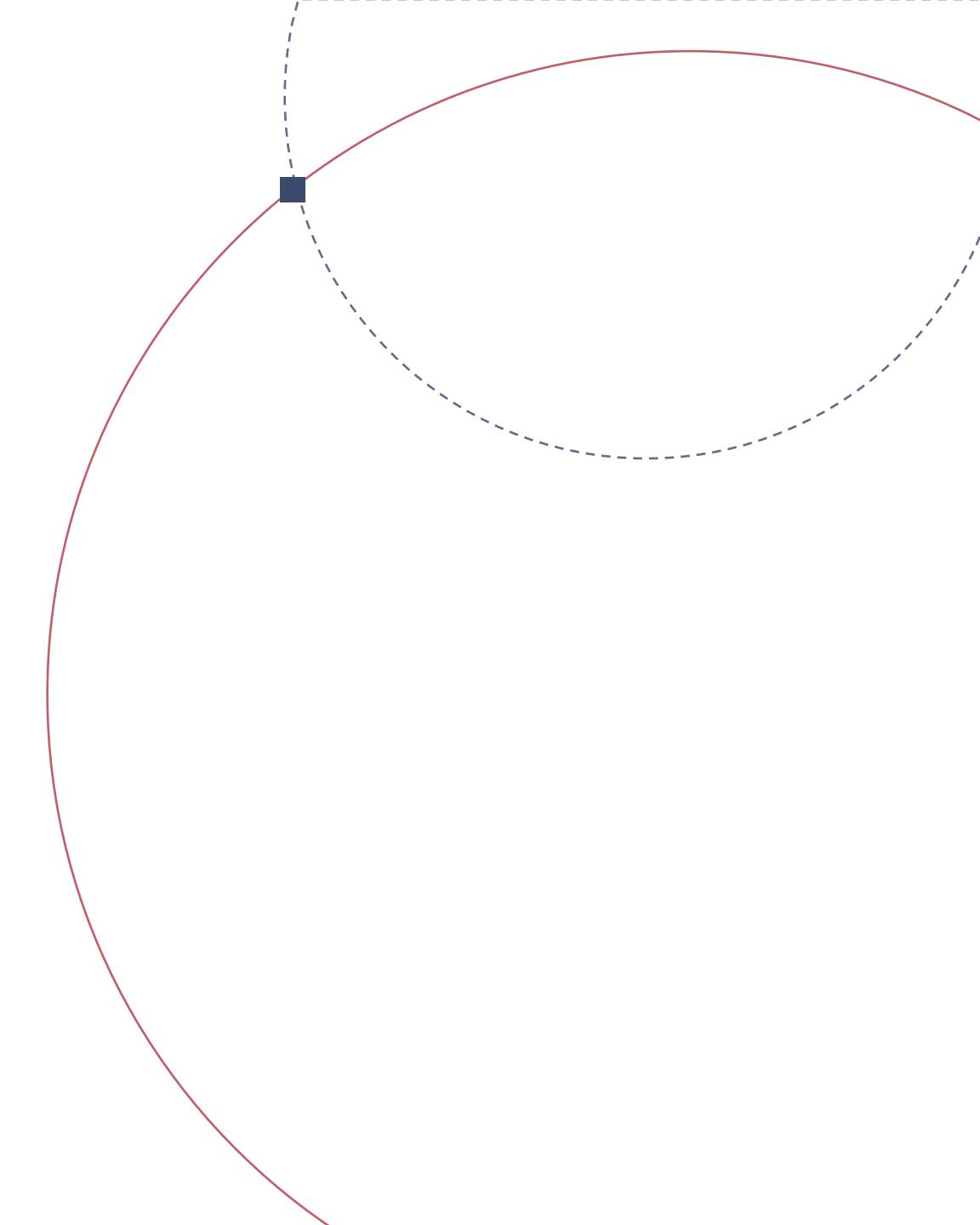
Responsibility

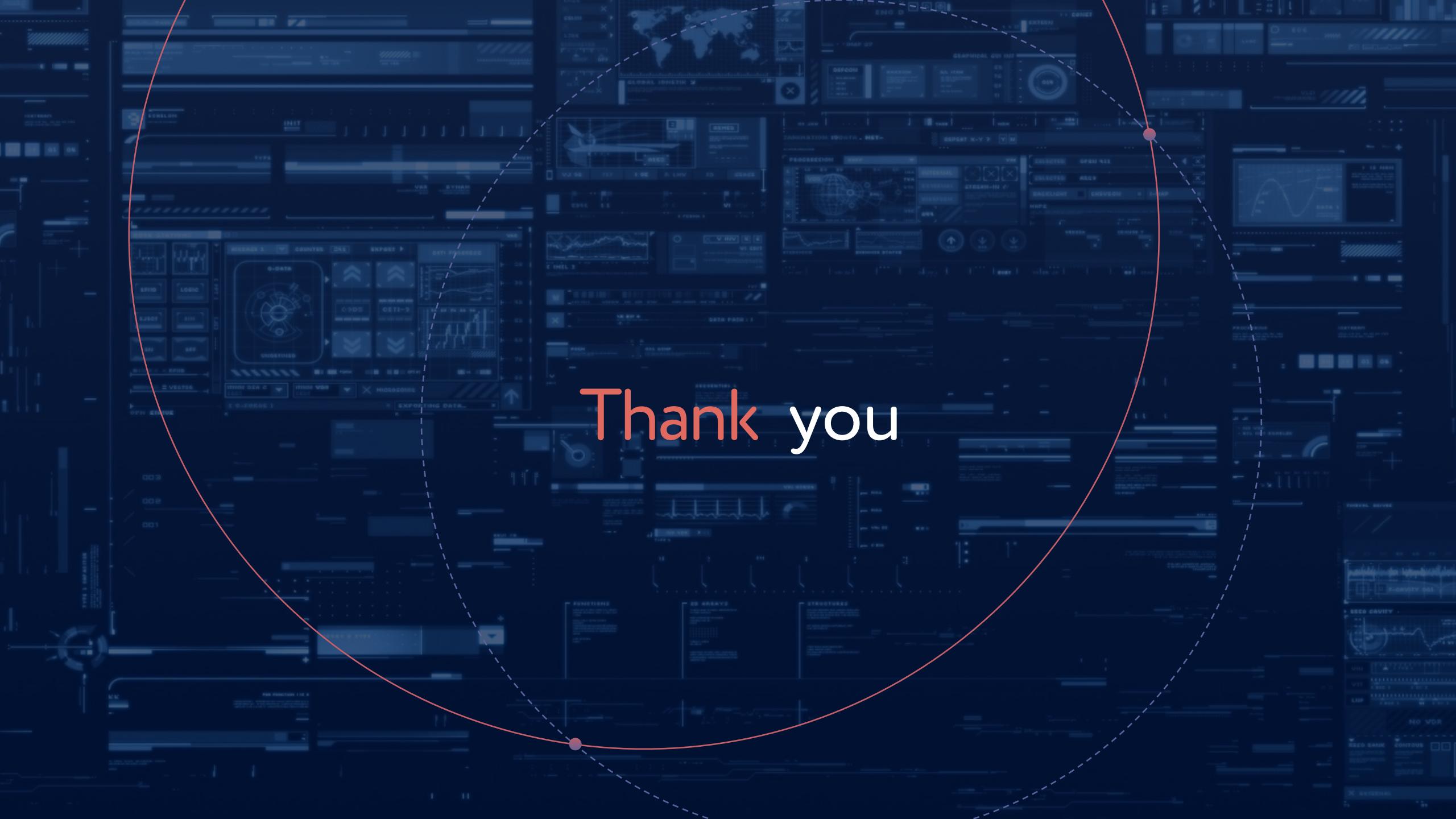
Info&Marketing support

- **Informational resources**
- **Joint meetings 1-2-1**
- **Events and seminars**
- **Using Existing References**
- **Create and share content**

Partner documentation

- 1  **Non-disclosure agreement, NDA**
- 2  **Distribution agreement**
- 3  **Pipeline**
- 4  **Registration form**
- 5  **Authorization letter**





Thank you