



DESK

Digital Experience System Kit

Partner network

JAN
2023

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
BILLION

YEAR-ON-YEAR CHANGE
+8.3% (+315 MILLION)

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



\$3.59
TRILLION

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

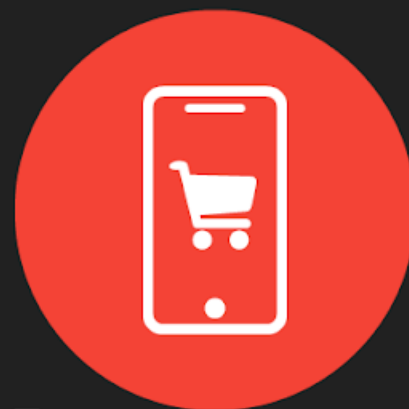
AVERAGE ANNUAL
REVENUE PER CONSUMER
GOODS ECOMMERCE
USER (USD, 2022)



\$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

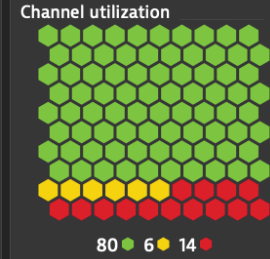
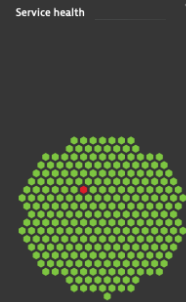
Worldmap (Apdex)
www.vmware.easytravel.com | most active application



Integration control

Center
90.77007 %
SLO status
Warning

NW
97.24736 %
SLO status
Bad



Sibir
96.8 % 36.2 % 95 %
SLO status Error budget Target
Good Warning Bad No Data

Ural
96.90215 %
SLO status
Warning

FE
97.24736 %
SLO status
Bad

Logistics
99.9 % 99.9 % 95 %
SLO status Error budget Target
Good Warning Bad No Data

ESED
98.5 % 71.6 % 95 %
SLO status Error budget Target
Good Warning Bad No Data

BR-IT
100 % 100 % 95 %
SLO status Error budget Target
Good Warning Bad No Data

SK-ZII2
100 % 100 % 95 %
SLO status Error budget Target
Good Warning Bad No Data

FHD - fulfillment SLA

Current values

Availability
100 % 100 % 99.9 %
SLO status Error budget Target
Good Warning Bad No Data

Availability
97.1 % -13K % 99.9 %
SLO status Error budget Target
Good Warning Bad No Data

Availability
97.2 % -13K % 99.9 %
SLO status Error budget Target
Good Warning Bad No Data

Availability
97.2 % -13K % 99.9 %
SLO status Error budget Target
Good Warning Bad No Data

Service performance

Serv...
98.72 %
SLO status
Good

Serv...
54.813 %
SLO status
Bad

Service Performance B...
54.8 % -803.7 %
SLO status Error budget
Good Warning Bad No Data

Service Performance
100 % 100 %
SLO status Error budget
Good Warning Bad No Data

Service Performance C...
68.9 % -521.6 %
SLO status Error budget
Good Warning Bad No Data

Open Security Problems by
23.1k MEDIUM
15.4k HIGH
6.9k LOW
714 CRITICAL

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?



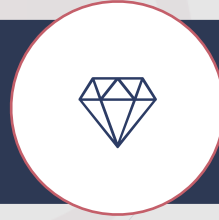
BUSINESS

Analysis of user behavior
Conversion rate
Bounce rate
SLA-based relations with IT
IT cost efficiency



DEVELOPMENT

24/7 application performance monitoring
Application performance analysis with code-level drilldown
Prompt problem diagnostics and isolation
Fast testing for errors
Dynamic change management
KPI analysis with third-party developers



CIO

Monitoring of SLA compliance by operations, development, etc.
Quality single-window services
System transparency



OPERATIONS

MTTR reduction
Full monitorability of the systems at all levels, from infrastructure to individual applications
Getting specific recommendations on problem resolution
Fast log analysis



TECHNICAL SUPPORT

Complete Service Desk awareness of the problem at hand
Orientation at specific users
Automation of technical support to minimize the requirement of first-line support resources



Partner network

DESK theses of the partnership program



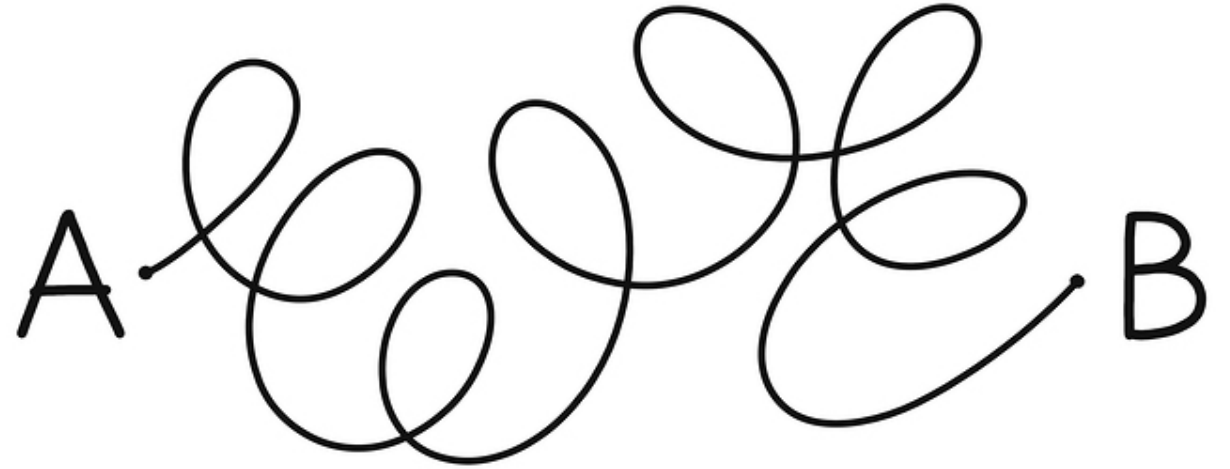
Minimum level of competition



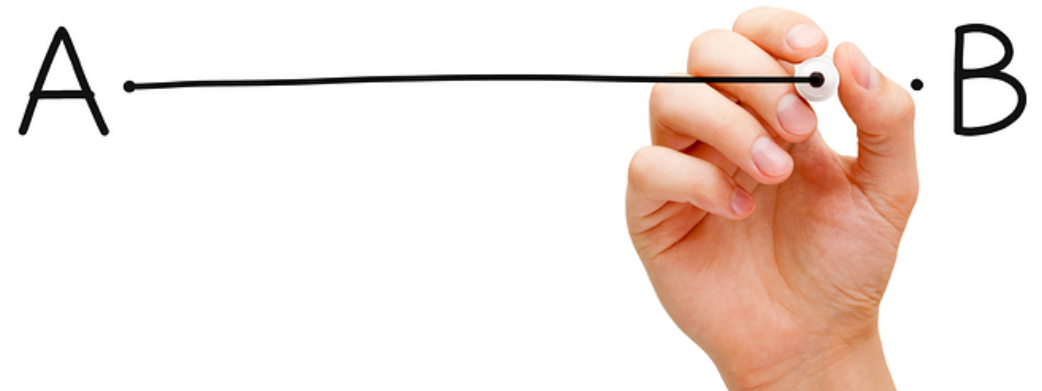
DESK theses of the partnership program

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We quickly
integrate
partners into
the sales cycle



**Explain Complicated Things
in a Simple Way**



DESK theses of the partnership program

Big market =
big opportunities



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



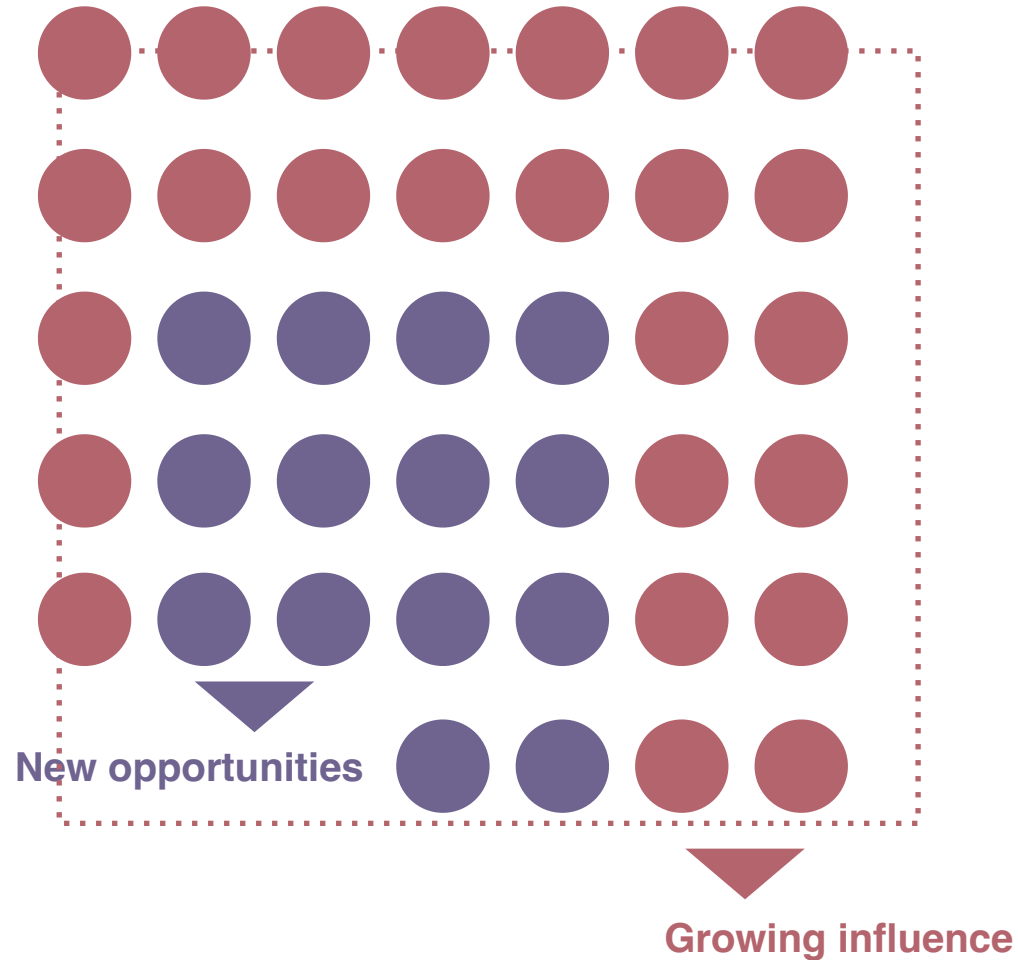
- Development of the APM market segment
- Increase in sales
- Maximum market coverage

Building trust
is the foundation
of success

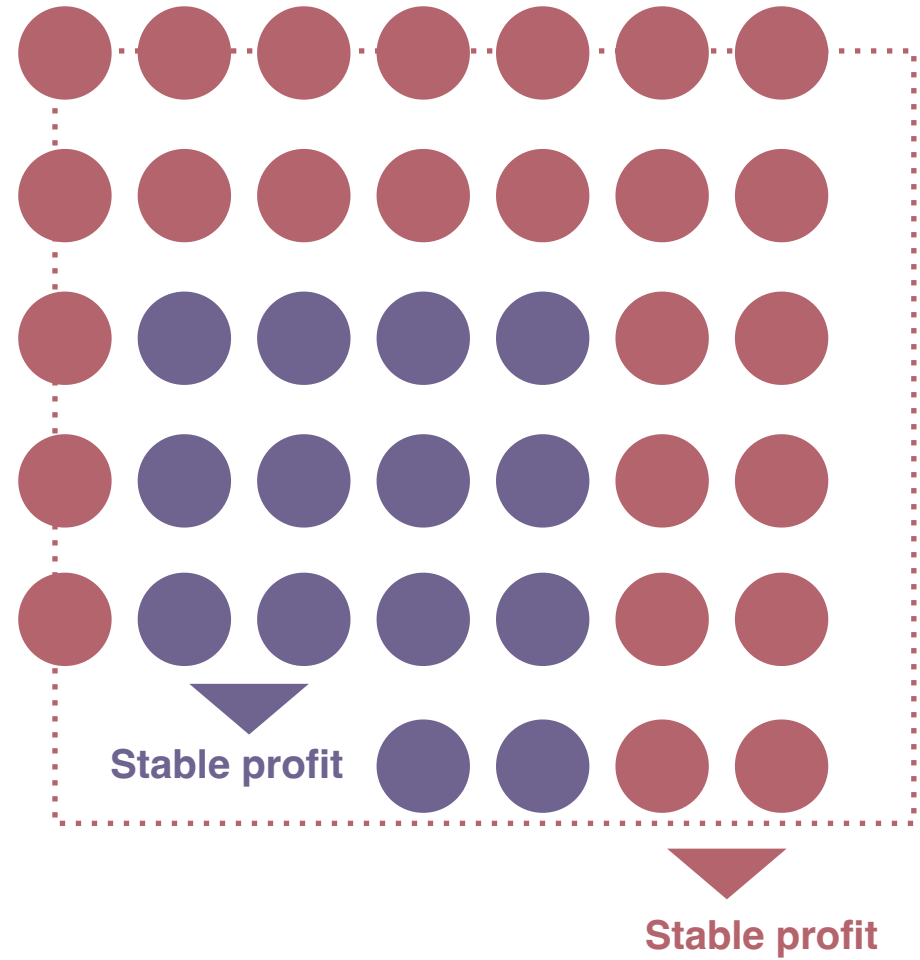


Income-generation opportunities in the APM sector

DESK perspective



Partner's perspective



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%

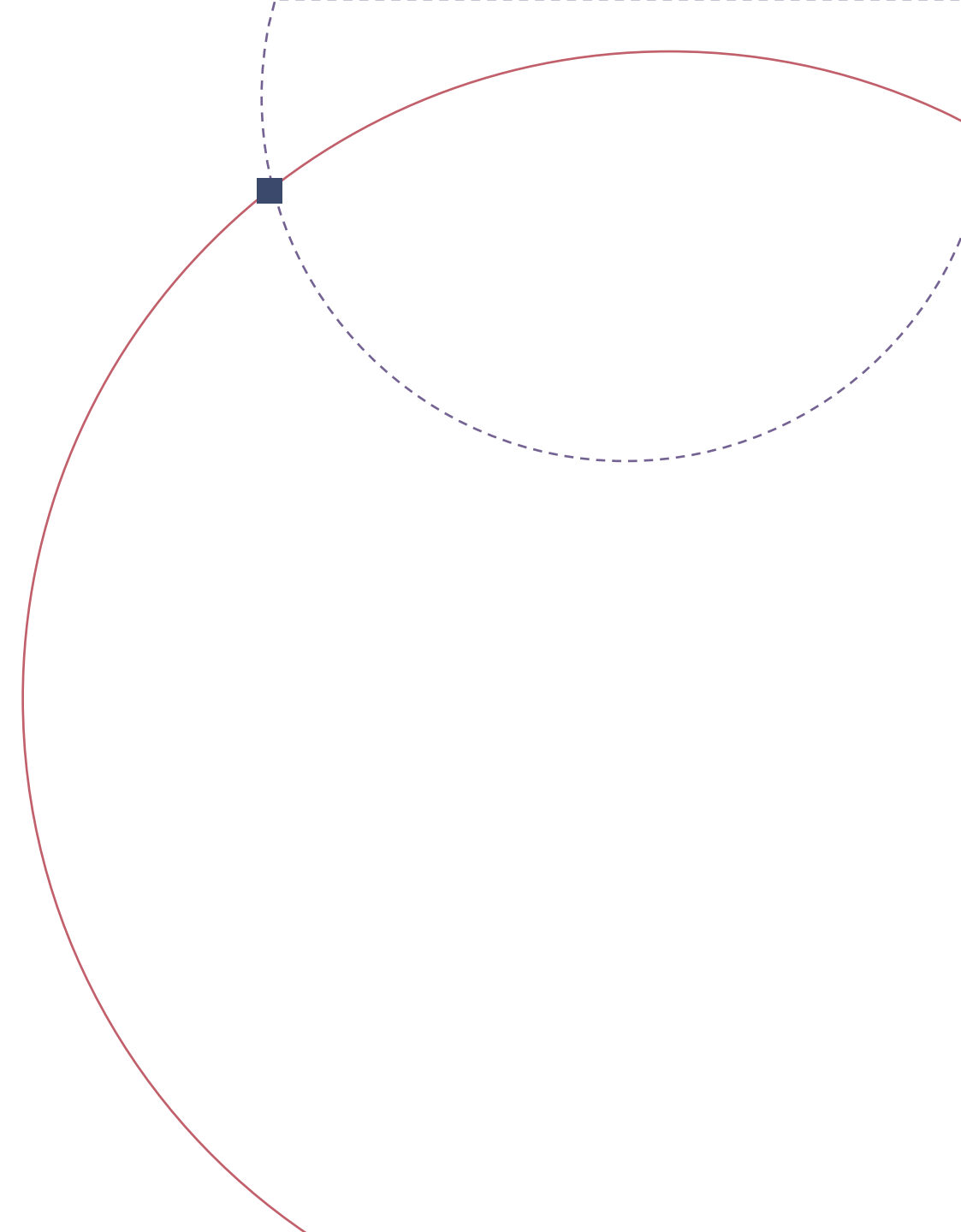
Joint sale model	1 / Get a lead	2 / Presale Demo	3 / Tests Proof of concept	4 / Technical specifications	5 / Purchase contract	6 / Platform integration
Paper	Partner	DESK	DESK	DESK	Partner / DESK	DESK
Limited	Partner	Partner	Partner / DESK	Partner / DESK	Partner / DESK	DESK
Driver	Partner	Partner	Partner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

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