Opticon

Partner Ecosystem Built for Scale

Welcome OMVP!

October 6, 2022

Carina Conaghan, VP Technology Partnerships

Optimizely

THANK YOU to our Partner Sponsors of

Opticon

Welcome OMVP's!

Partner Importance

Our partner ecosystem is one of the single greatest assets to our customers in both solution delivery and technology integration. Our success relies on a strong, diverse partner ecosystem

Why now?

As a leader in 7 different analyst reports, you can have confidence in implementing or integrating to our solutions

177

The average number of customer integrations

Building Global Expertise

To serve the next generation of digital leaders

STRATEGIC

Unite data, content and processes

Microsoft

Google Cloud

TECHNOLOGY

Deep integrations and Open APIs

DATADOG · DRIFT · Meta · UserTesting · braze · HEAP · qualtrics XM · Fivetran · fullstory · Siteimprove · ANNEX CLOUD · Bolt · GLASSBOX · inriver · Contentsquare · pendo · Quantum Metric · new relic

SOLUTION

Consultants of all shapes and sizes are dedicated to digital transformation and disruption

WPP · accenture · KIN+CARTA · NISHTECH · thinkmax · PERFICIENT · avanade · yaksa · RIGHTPOINT a genpact company · WHEREOWARE · Sapient · valtech. · VERNDALE · Adage · LUMINOSLABS · BRILLIANCE

Worldwide Partner Sales Team

Solution Partners

Jessica Dannemann
Chief Worldwide Partner Ecosystem

Matt Pilgrim
VP, Partner Development, EMEA/APJ

Diane Schmidt
VP, Partner Development, NA

Alice Arbman Forsberg
Partner Manager
Nordic

Matthew Gay
Partner Manager
UK

Shane Tomlinson
Partner Director
ANZ

Marco Echeverria
Partner Director, NA

Magnus Corlin
Partner Manager
Nordic

Chris Holly
Partner Manager
UK

Erin Jang
Sr Partner Manager
SEA

Andy Van Oostrum
Partner Director, NA

Klara Skoglund
Partner Manager
Nordic

George Lavric
Partner Manager
Cont EU

Praveen Prabhakaran
Sr Partner Manager
UAE

Alex Harris
Partner Manager, NA

Bethany Overhaug
Partner Development Manager
NA

Tech & Strategic Partners

Anne Yi
GVP, Tech & Strategic Alliances

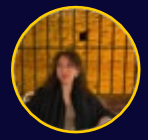
Carina Conaghan
VP, Tech Partnerships

Nick Wilsher
Marketplace & Thought Leadership

Simon Chapman
Lead Solution Architect

Matt Boland
Principal Tech Partner Manger, NA

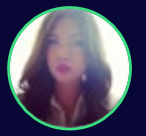
Aidan Dodd
Tech Partner Manager, EMEA



Nur Didem Murtezaoglu
Solution Architect

Matt Egan
Google Cloud Partnership

Celina Sclafani
Tech Partner Manager, NA



Emily Burfoot
Tech Partner Manager, EMEA

Arien Motaher
Solution Architect Intern

Paz Efrat
Microsoft

David Hurtado
Tech Partner Manager, NA

Partner Champions

Partner Managers

Partner Comms

Taylor Pelletier
Global Partner Communications Mgr

Partner Evangelism

Joey Moore
Head of Partner Evangelism

Lea Howland
Product Evangelist

Partner Marketing

Jeannette AuBuchon
Head of Global Partner Marketing

Corey Bloes
Global Partner Marketing Mgr, NA

Katherine Hill
Global Partner Marketing Mgr, NA

Linda Ayres
Global Partner Marketing Mgr, EMEA

Partner Solution Architects

Chris Vafiadis
Director. Solution Architecture

Javed Shaikh
Solution Architect, EMEA

Education Team

Fredrik Johansson
VP, Education

Partner Operations

Shelley Svien
Director, Global Partner Operations

Katie Strickland
Partner Operations Mgr, EMEA

Tobias Frenkel
Sr. Partner Operations Mgr, EMEA

Partner Success

Heath Galyon
Sr. Director, Global Partner Success

Magnus Kjellander
Partner Success Mgr, EMEA

Maher Khzam
Partner Success Mgr, NA

John McCarroll
Partner Success Mgr, Global B2B Commerce

Jefferson Siow
Partner Success Mgr, APJ

Partner Sales Enablement

Robert Tuuk
Partner Sales Enablement Mgr, EMEA

Tedi Prifitera
Partner Sales Enablement Mgr, NA

ECOSYSTEMS & SCALE

Delivering exceptional ROI out of People, Process and Technology through our partner ecosystem

Solution Partner

Technology Partner

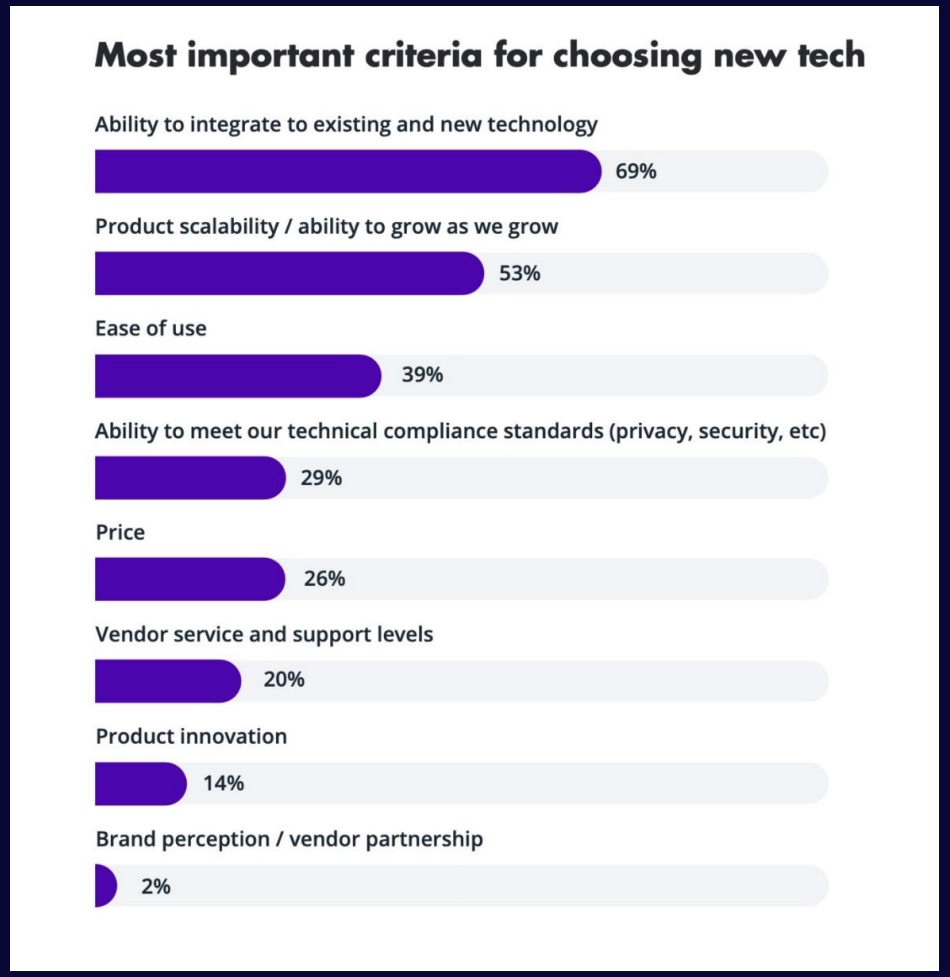
Strategic Alliance

Optimizely

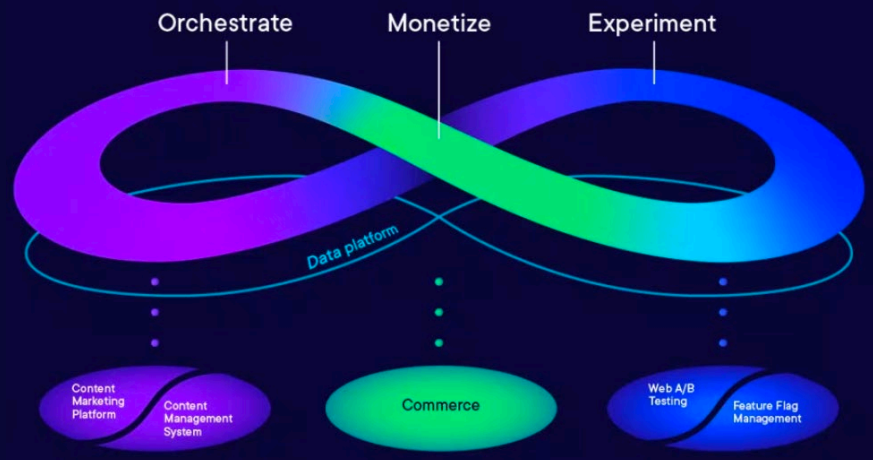
177

pandium

The State Of Marketing Ops



LinkedIn
Digioh
Advertising
facebook
Google Ads
commercetools
Commerce
6sense
mparticle
Customer data
TEALIUM
segment
Fivetran
snowflake
Data-warehousing
Baymard Institute
UserTesting
User research
aws
Azure
Google Cloud
Cloud platform
pendo
fullstory
Amplitude
Contentsquare
Experience analytics
mixpanel
Quantum Metric
new relic
Performance monitoring



Loyalty
ANNEX CLOUD
LOYALTYLION
Search
hawksearch
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LIONBRIDGE
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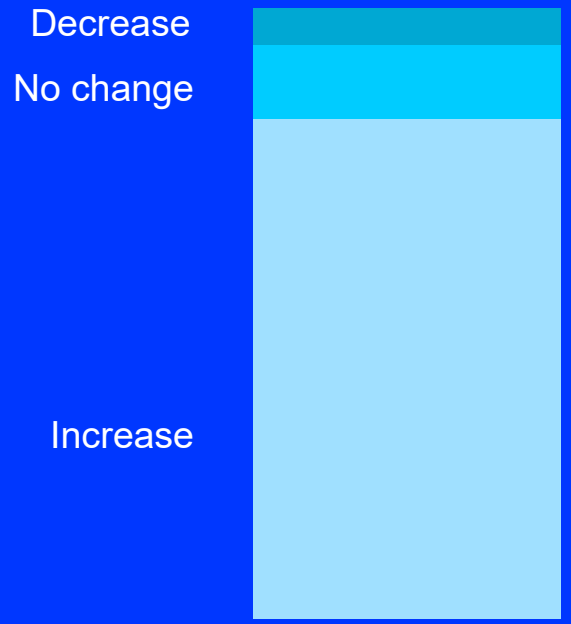
stripe
Klarna.
mollie
Avalara
PIM
inRiver
SEO, QA & accessibility
Siteimprove
CRM
salesforce
Microsoft Dynamics 365
Marketing automation
Marketo
HubSpot
Collaboration
slack
Microsoft Teams
Workflow
Jira
ATLASSIAN
Asset management
aprimo
bynder
Conversational marketing
LIVEPERSON
DRIFT

BOSTON CONSULTING GROUP

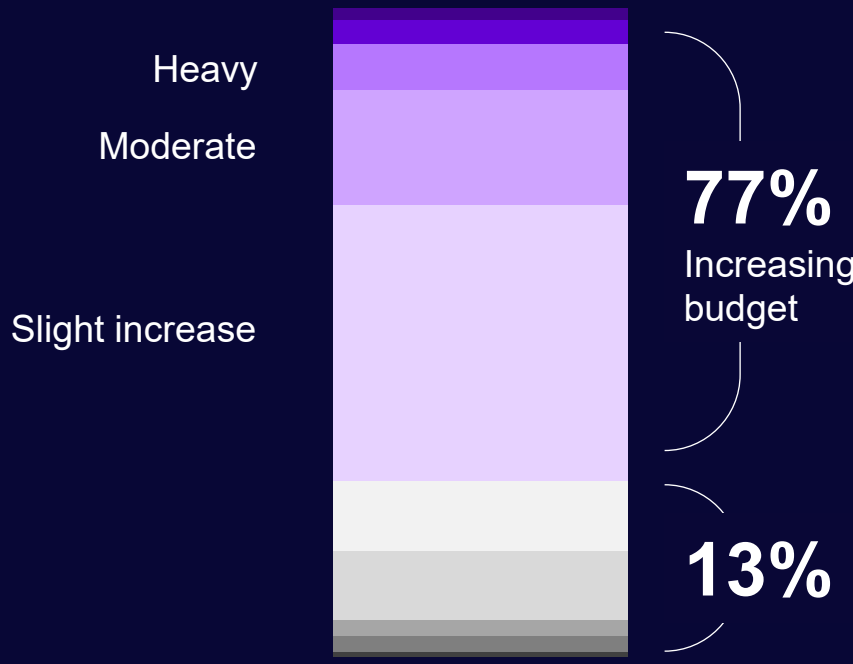
Q: How do you expect your company's overall IT spending in 2022 to change from 2021? (% of respondents)



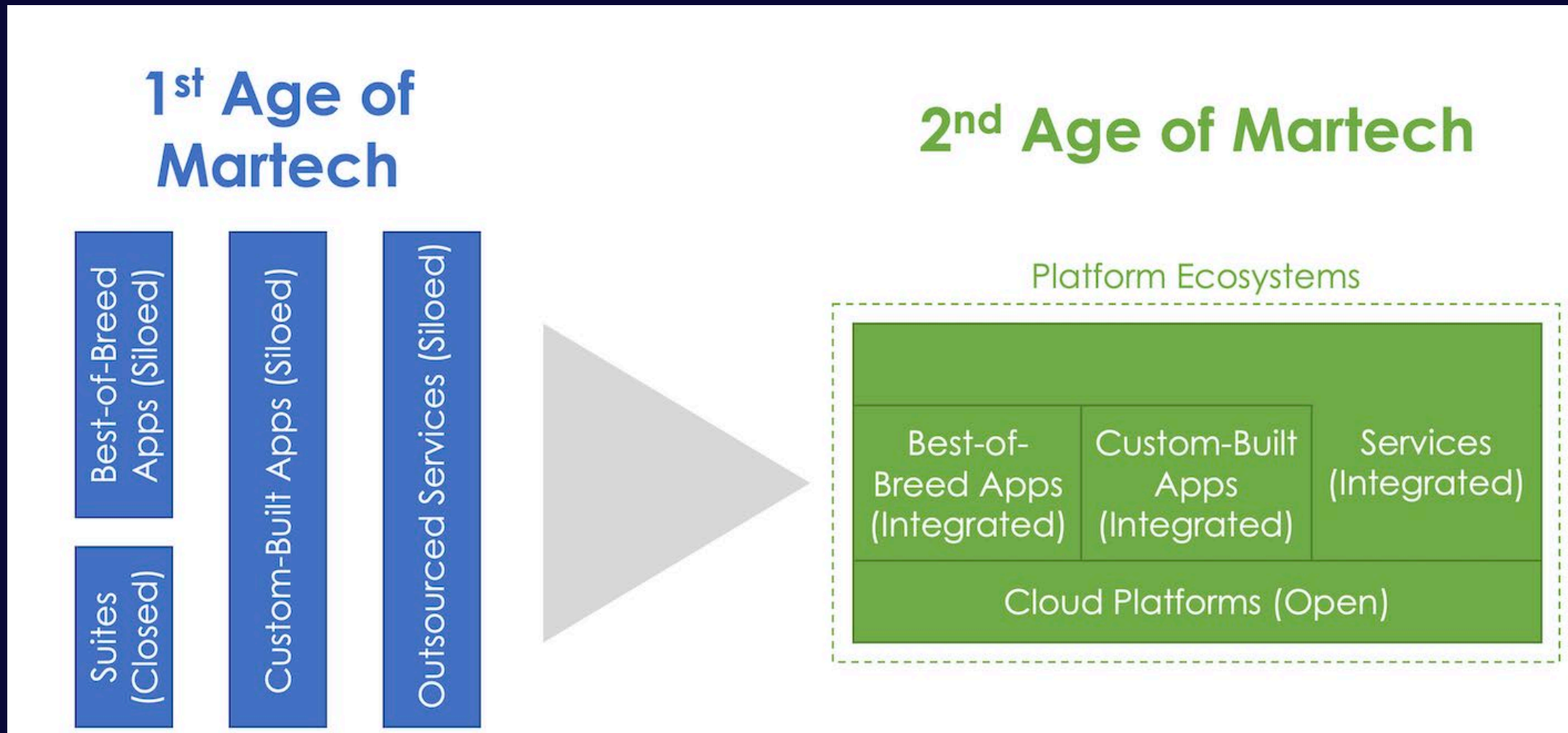
Source: BCG IT Buyer Survey #3, November 2021.
Note: "Don't Know" responses excluded; numbers may not sum to 100%.

BAIN & COMPANY

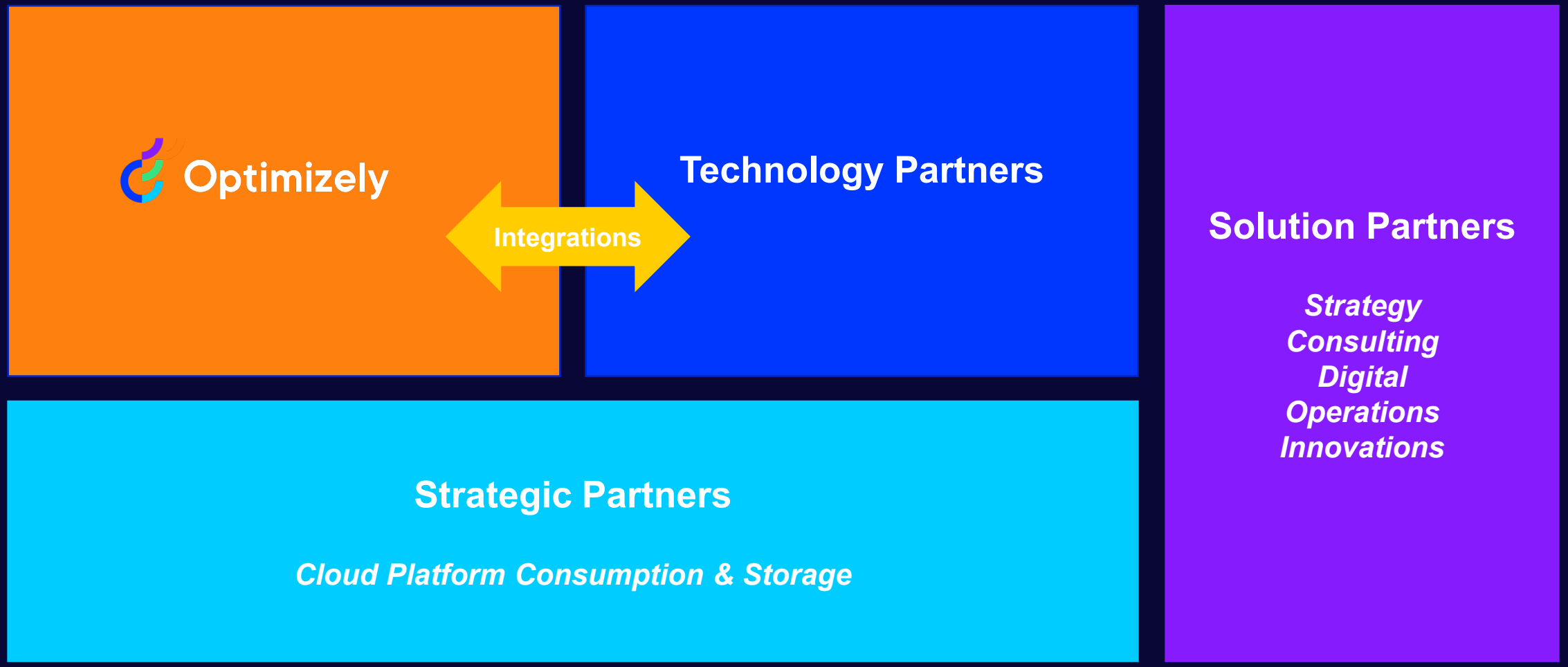
Q: How do you expect your company's 2022 IT spending with compare with its 2021 spending?



Notes: Slight change=0–10%; moderate=11%–20%; heavy=21%–30%; major=31%–50%; extreme=more than 50%; respondents who selected "not sure/can't discuss" excluded from totals; percentages are straight averages of survey responses, not weighted by company size or spending
Source: Bain Covid-19 IT Buyer survey, December 2020 (n=135), December 2021 (n=155)


1st Age of Martech
Best-of-Breed Apps (Siloed)
Suites (Closed)
Custom-Built Apps (Siloed)
Outsourced Services (Siloed)
2nd Age of Martech
Platform Ecosystems
Best-of-Breed Apps (Integrated)
Custom-Built Apps (Integrated)
Services (Integrated)
Cloud Platforms (Open)

THE POWER OF FOUR



Extending customer's investment with Optimizely through the partner ecosystem

Google Cloud Ecosystem

Microsoft Azure Ecosystem

It All Starts With The Customer

Why does this matter?

Meet Alex, a prospective customer.

Alex Picciano

Marketing Director
Walmart at Walmart eCommerce

Walmart

What we see…

Alex is heavily involved with Web Dev (UX / UI)

Alex Picciano

Marketing Director
Walmart at Walmart eCommerce

Walmart

Has key partnerships with:

accenture

Azure

salesforce

snowflake

The real story: Alex is a portfolio manager. He has specific solutions that are 'lights on'

Walmart

Search	DAM	Payments	Loyalty	CDN	Cloud
SEO / Accessibility	CMS	Order Management	Marketplace	Email	Source Code
Helpdesk	Translations	Accounting	Tax	Data	Code Quality
CRM	B2B Outreach	ERP	PIM	Reporting	ETL
	Ads	Commerce	eProcurement		

The real story: Alex is a portfolio manager.
Let's show his technology stack.

Walmart

Search
Apache Solr

SEO / Accessibility
Siteimprove

Helpdesk
Zendesk

CRM
Salesforce

DAM
Bynder

CMS
Optimizely Content Cloud

Translations
Lionbridge

B2B Outreach
Pardot

Ads
Criteo

Payments
Checkout.com

Order Management
Sterling Commerce

Accounting
Sage

ERP
SAP

Ecommerce
Shopify

Loyalty
Annex Cloud

Marketplace
Mirakl

Tax
Avalara

PIM
Akeneo

eProcurement
PunchOut

CDN
Cloudflare

Email
Salesforce Marketing Cloud

Data
Snowflake

Reporting
Tableau

Cloud
GCP / Azure

Source Code
GitHub

Code Quality
Veracode

ETL
Mulesoft

The real story: Alex is a portfolio manager.
Now add his ‘Orchestrate Kit Bag’

Walmart

Search Apache Solr	**DAM** Bynder	**Payments** Checkout.com	**Productivity** Office 365 / G Suite	**CDN** Cloudflare	**Cloud** GCP / Azure
SEO / Accessibility Siteimprove	**CMS** Optimizely Content Cloud	**Order Management** Sterling Commerce	**Marketplace** Mirakl	**Email** Salesforce Marketing Cloud	**Source Code** GitHub
Helpdesk Zendesk	**Translations** Lionbridge	**Accounting** Sage	**Tax** Avalara	**Data** Snowflake	**Code Quality** Veracode
CRM Salesforce	**B2B Outreach** Pardot	**ERP** SAP	**PIM** Akeneo	**Reporting** Tableau	**ETL** Mulesoft
Dev Workflow Jira	**Ads** Criteo	**Ecommerce** Shopify	**eProcurement** PunchOut	**Citizen Developers** PowerApps	**Perf Monitoring** **New Relic**
Social Publishing Hootsuite	**Comms** Slack / MS Teams	**Project Mgmt** Asana	**In-App Analytics** Heap	**Sales Enablement** Seismic	**Tag Management** Google

The real story: Alex is a portfolio manager.
Now add his ‘Monetize Kit Bag’

Walmart

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Retargeting	Recommendations	**Product Analytics** Pendo	**Loyalty** Annex Cloud	**Journey Analytics** ContentSquare	**Conversion Mktng** Drift

The real story: Alex is a portfolio manager.
Now add his ‘Orchestrate Kit Bag’

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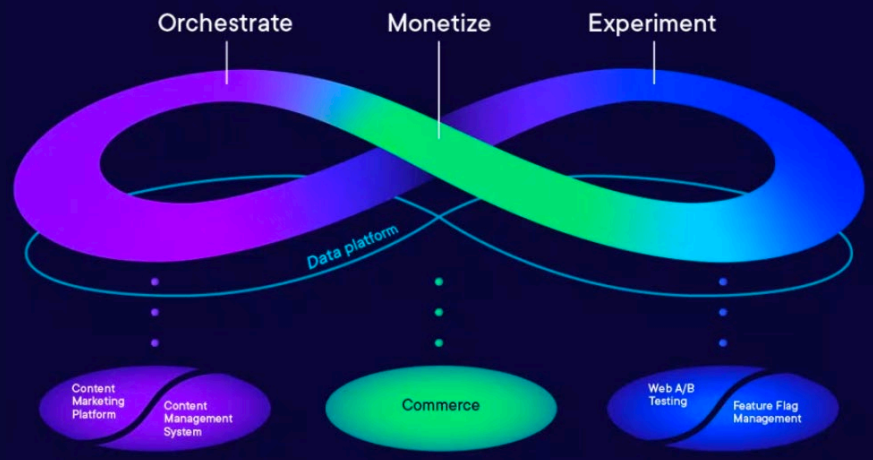
Salesforce	IOT Alexa	**Product Analytics** Pendo	**Productivity** Office 365 / G Suite	**Journey Analytics** ContentSquare	**Conversion Mktng** Drift

LinkedIn
Digioh
Advertising
facebook
Google Ads
commercetools
Commerce
6sense
mparticle
Customer data
TEALIUM
segment
Fivetran
snowflake
Data-warehousing
Baymard Institute
UserTesting
User research
aws
Azure
Google Cloud
Cloud platform
pendo
fullstory
Amplitude
Contentsquare
Experience analytics
mixpanel
Quantum Metric
new relic
Performance monitoring



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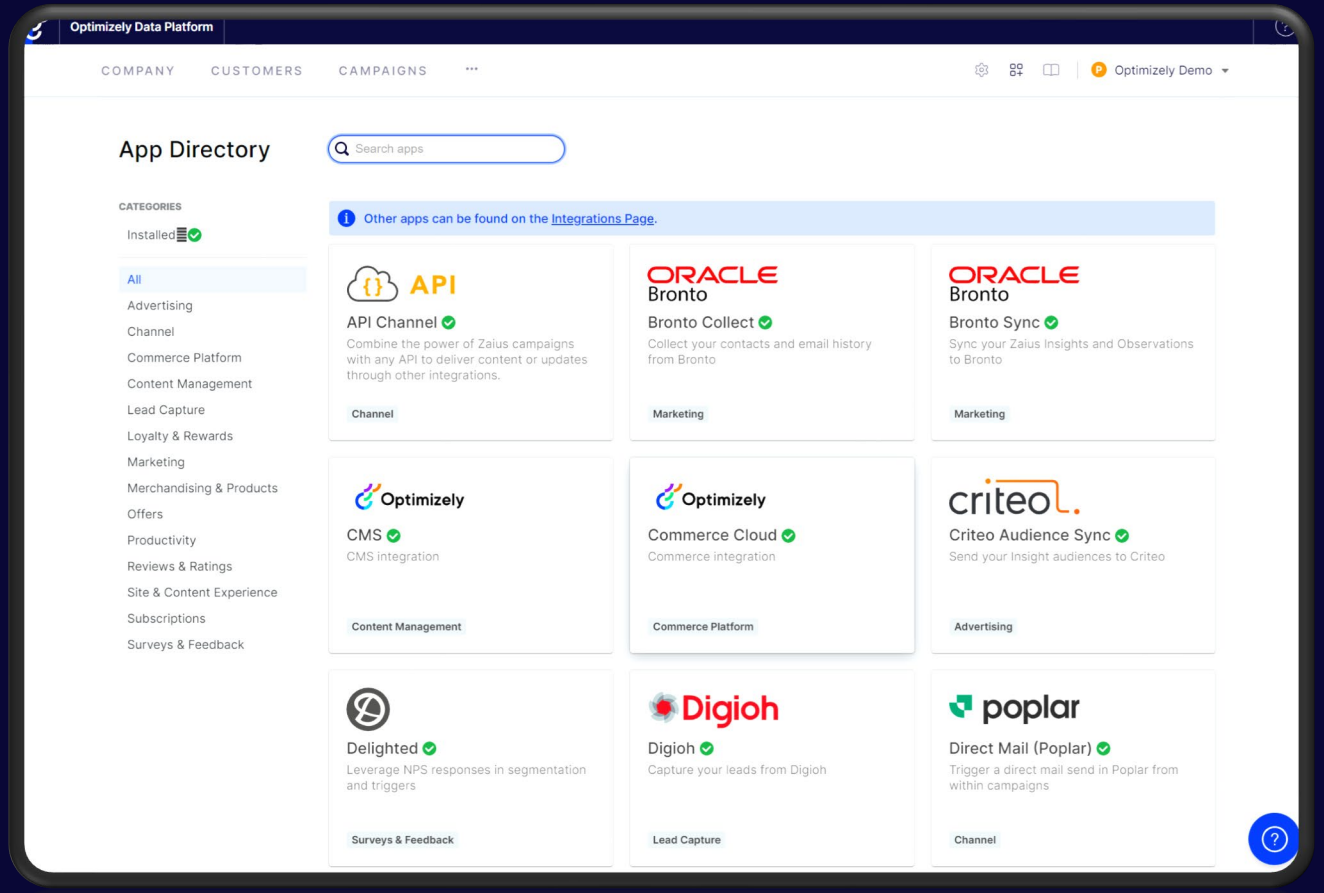
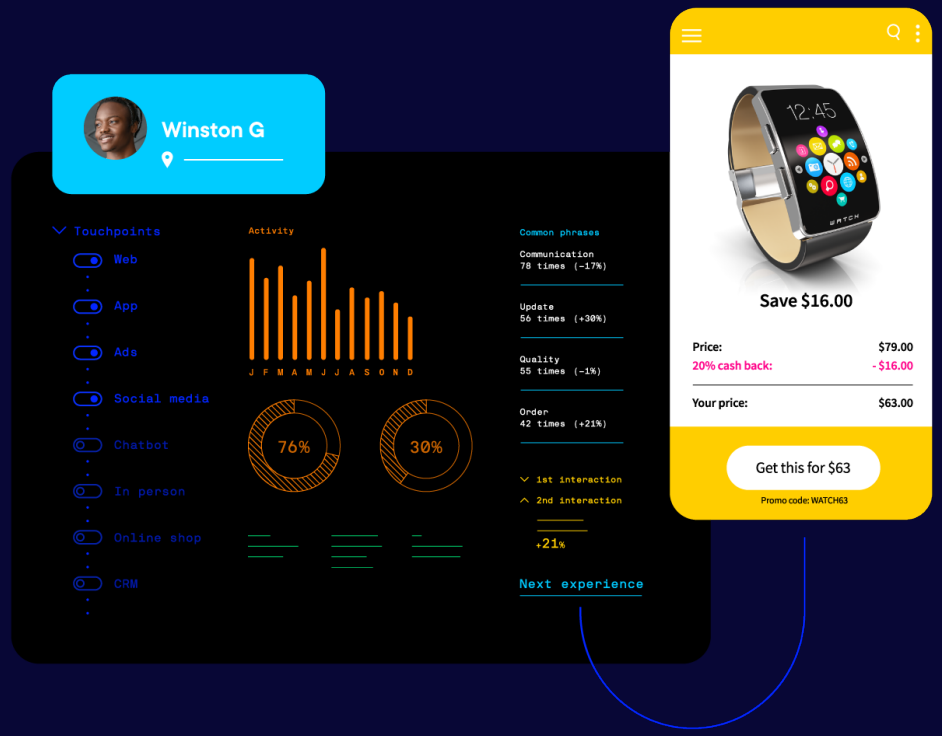
SEO, QA & accessibility
Siteimprove
CRM
salesforce
Microsoft Dynamics 365
Marketing automation
Marketo
HubSpot
Collaboration
slack
Microsoft Teams
Workflow
Jira
ATLASSIAN
Asset management
aprimo
bynder
Conversational marketing
LIVEPERSON
DRIFT

Optimizely Connect Platform (OCP)

- Already working on building a best-in-class partner experience
- Our work on OCP will enable you to create powerful, user-friendly integrations with our Optimizely Data Platform



The value of Optimizely Data Platform (ODP)



Make complex data simple for marketers

Instead of multiple integrations, with ODP you can create one centralized hub to turn customer data into actionable AI-assisted, revenue-generated, behavior-based segments in real-time. Simplify what it takes to create hyper-relevant customer experiences and get even more for your DXP.

Tea Forté

20x

Return on spending

stio jackson hole, wyoming

28x

Increase in revenue per send with behavioral campaigns

FOX RENT A CAR

+300%

YoY increase in email revenue