



Productivity Tour

London, October 5th 2017



An Overview of Wrike's European Strategy

Patricia DuChene

Managing Director EMEA, Wrike



The UK / Ireland Team



**Mark
Rudden**

Manager Account
Management



**Peter
Webster**

Account Manager



**Michael
Johnston**

Account Manager



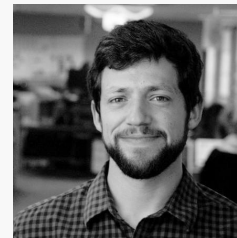
**Craig
Mc Coy**

Customer Success
Manager



**Katie
Rowland**

Field Marketing
Manager



**Greg
Liggett**

International
Professional
Services Lead

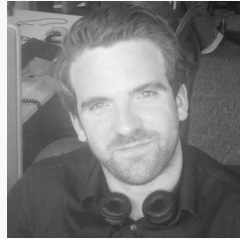


The UK / Ireland Team



**Andy
Kenny**

Account
Executive



**Fintan
Lalor**

New Business
Team Lead



**Karl
Miller**

Deployment
Consultant



**Ellen
Harte**

Business
Consultant



**Ross
McGovern**

Inside Sales
Representative



History of Wrike in Europe



European
Headquarters
opens



June 2015

Recruitment of
the 1st local UK
representative



Aug 2015

New office



Sept 2016

Data Center in
Amsterdam



Oct 2016

45 employees, 10
dedicated to the
UK market



Oct 2017



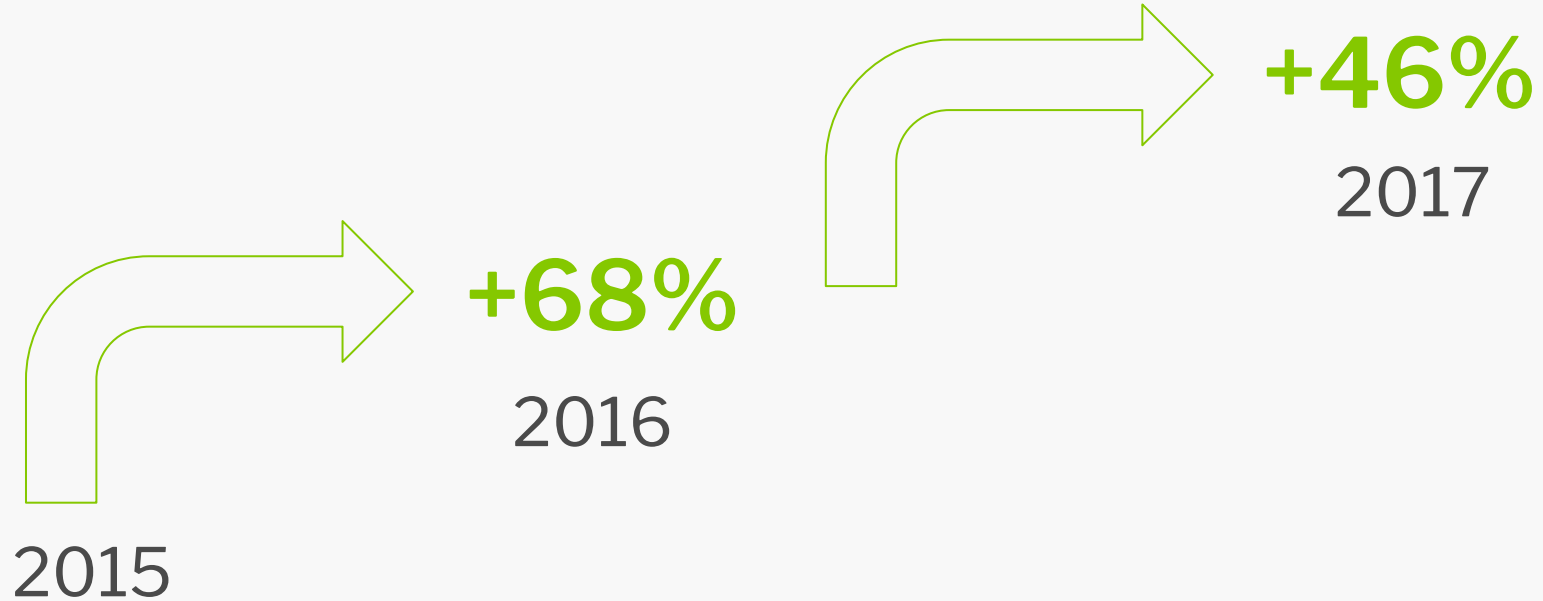
European Data Center

All Wrike customers in the EU can request that their data be transferred to the new data center in Amsterdam.

To do so, simply contact your Wrike account manager or send an email to our support team.



Our growing customer base in Europe



Growing customer base in Europe



Our World Is More Digital Than Ever

“The world has changed; the way we work must change,”

Jennifer Miller, Director of Product Strategy, Coca-Cola



Digitalisation in Europe

41% vs 85%

In their latest report, "The Digital Culture Challenge: Closing the Employee-Leadership Gap," Capgemini and Brian Solis found that 41% employees vs. 85% leadership believe they easily collaborate across their organization.



Obstacles to Digitalisation in Organisations

Non-Digital
Culture

Siloed
Mindsets &
Behavior

Aversion
to Risk

In their 2016 report "Culture for the Digital Age" McKinsey found that **non-digital culture** overall, siloed **mindsets and behavior & aversion** to risk were cultural obstacles that negatively impacted organisations economic success in the digital age.



Wrike's Mission is to enable excellence in all aspects of a company's operations



Are you still reacting or already acting? A maturity model for success in work management

Greg Liggett,
International Professional Services Lead



14,000+

customers have taught us a lot



Some
companies
organise their
work like this ...



Others
manage to do
so without the
chaos...



What do they do differently?



The Maturity Model for Work Management Success



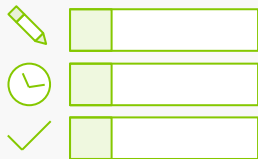
Starting Point: React

REACT:

- Ad hoc; on defense
- Low visibility
- Fragmented information



React



Organize



Scale

Optimize



Phase 1: Organize

ORGANIZE:

- Single Source of Truth
- Workflow & Role Definition
- Focus on diagnosis



React



Organize



Scale



Optimize



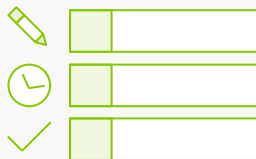
Phase 2: Scale

SCALE:

- End-to-end process maps
- Automation
- Holistic team view



React



Organize



Scale

Optimize



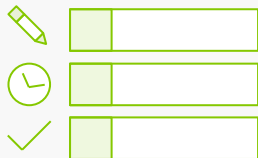
Phase 3: Optimize

OPTIMIZE:

- Iterative refinement
- Culture of OpsX
- Operational ownership



React



Organize

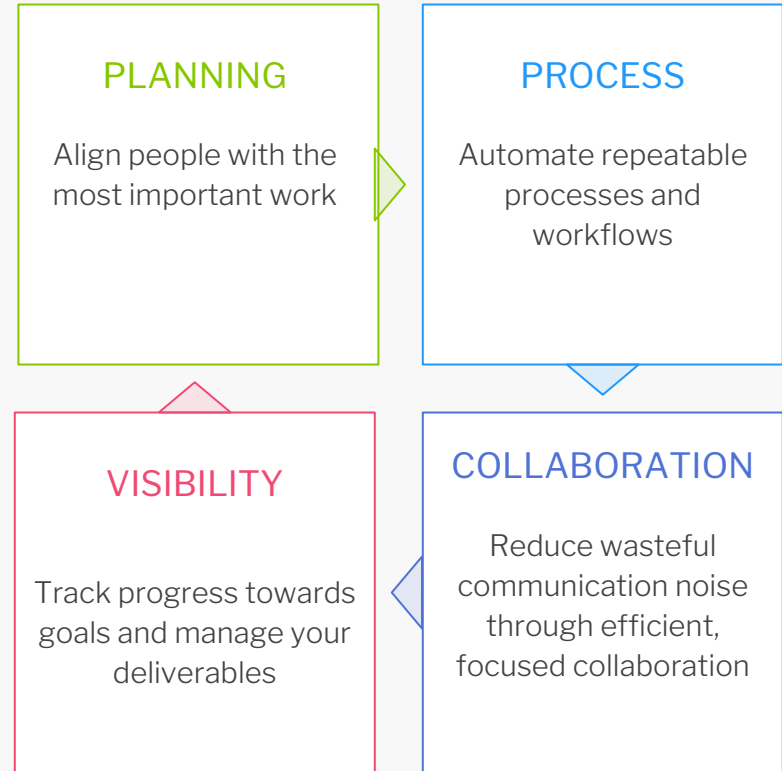


Scale

Optimize



The 4 Disciplines to Operational Excellence




4 Disciplines and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS				
COLLABORATION				
VISIBILITY				




4 Disciplines and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING		All work captured in one system 		
PROCESS				
COLLABORATION				
VISIBILITY				



4 Disciplines and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING		All work captured in one system  Pre-work planning stage; workload balanced		
PROCESS				
COLLABORATION				
VISIBILITY				



4 Disciplines and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS	Ad hoc work intake; unclear roles & responsibilities			
COLLABORATION				
VISIBILITY				



4 Disciplines and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS	Ad hoc work intake; unclear roles & responsibilities	Critical moves scripted, increased accountability		
COLLABORATION				
VISIBILITY				




4 Disciplines and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS				
COLLABORATION		Project info, dialogue is centrally located & accessible 		
VISIBILITY				




4 Disciplines and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS				
COLLABORATION		Project info, dialogue is centrally located & accessible 		Meetings focus on actions, decisions, and goals - not review
VISIBILITY				




4 Disciplines and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS				
COLLABORATION				
VISIBILITY	Over-reliance on meetings & in-person 'downloads' 			

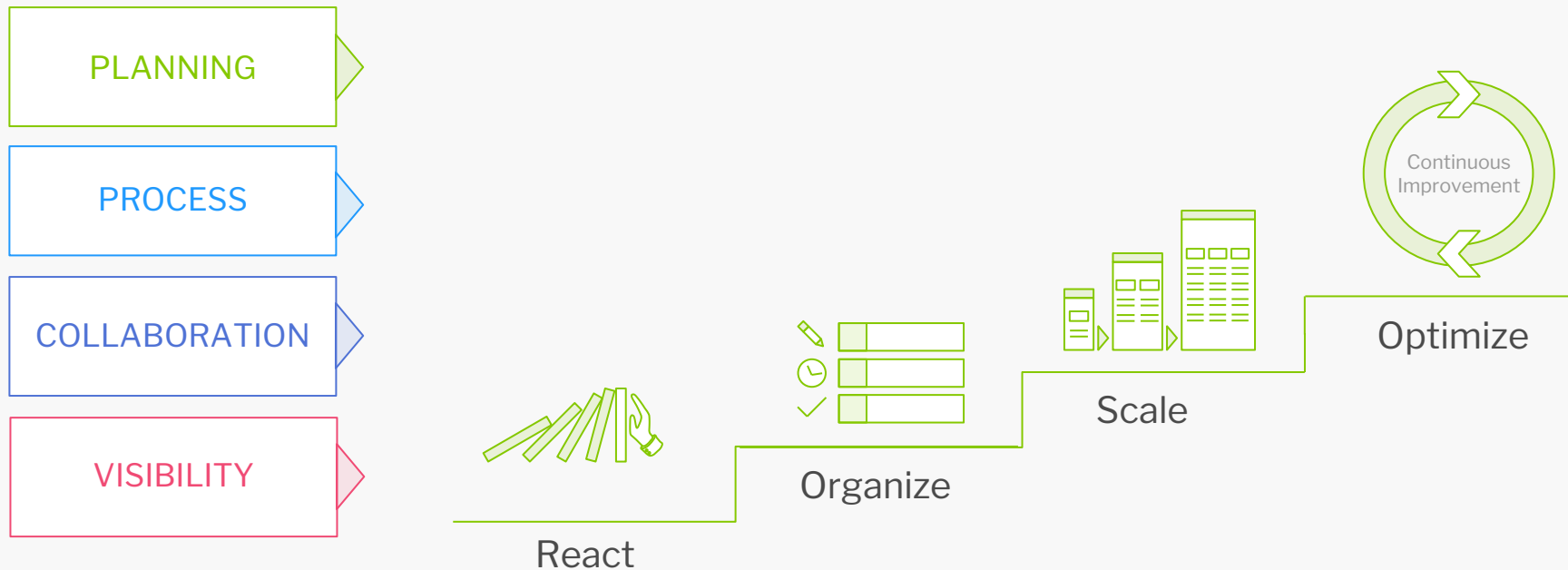


4 Disciplines and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS				
COLLABORATION				
VISIBILITY	Over-reliance on meetings & in-person 'downloads' 	Single data location, reports, proactive searching enabled		



Bringing it all together



Customer Panel: Best practices: how to use Wrike successfully in a demanding environment

Craig Mc Coy,
Customer Success Manager Wrike



Wrike Customer Panel



Craig Mc Coy

Customer Success
Manager



Fergus Adam

Creative Director
Dare West



Jason Howling

Project Manager
Bango.net



Neil Manning

Environmental
Services Manager
First Choice
Homes Oldham



Omar Chin-Keow

Head of Production
Little Star Media

