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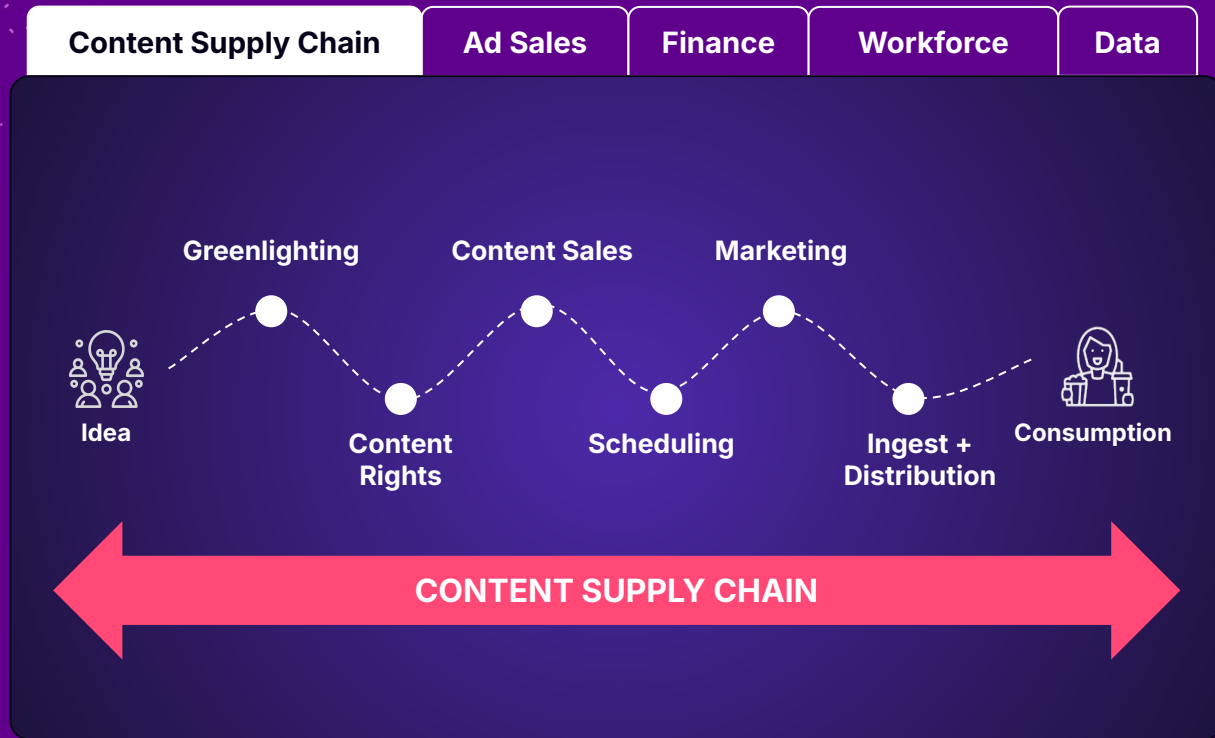
Using data to build a better technology ecosystem





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Agenda

- **Our challenge**
- **3 questions**
- **Implementation path**
- **Key takeaways**

Our challenge



One problem statement → data-driven mindset

Our core questions

How are our applications currently used?



How do we make the new apps better than legacy?



How do we track user migration?

To answer these, we needed Data to change the way we work

We also asked

Who are our users?

Can we adjust architecture based on usage to reduce cost?

When's the right time of week to do releases?

What's the ROI on features?

How do we prioritize build up?

How do we train users more efficiently?

1) Know where you've been



People

- Clearly define use cases
- Attach data to key takeaways
- Understand data learnings on product usage

Process

- Use data to validate user sentiment
- Prioritize build up of destination products based on actual use

Technology

- Depreciate unused features and reduce costs
- Identify quick wins for system shutdowns or areas to consolidate

Takeaway

Prioritize and plan development via **FEATURE AVOIDANCE** so you can build the right thing not the loudest thing

2) Make your destination better



People

- Understand your user journey across the product
- Use data to map out workflow improvements so you can speed up users' process

Process

- Use data analytics to improve process efficiency
- Require new product features and designs capture critical KPIs

Technology

- Identify reusability possibilities in UX (i.e. search etc)
- Spotlight automation opportunities via tighter system integrations (less swivel chair)

Takeaway

Understand how your end user USE your products to increase operational efficiency

3) Track your path forward



People

- Stop the “release and move on” mentality
- Don't start roadmap or strategy discussions without key data points

Process

- Incorporate data into operational reviews
- Provide true transparency into migration efforts and adoption rates to key stakeholders

Technology

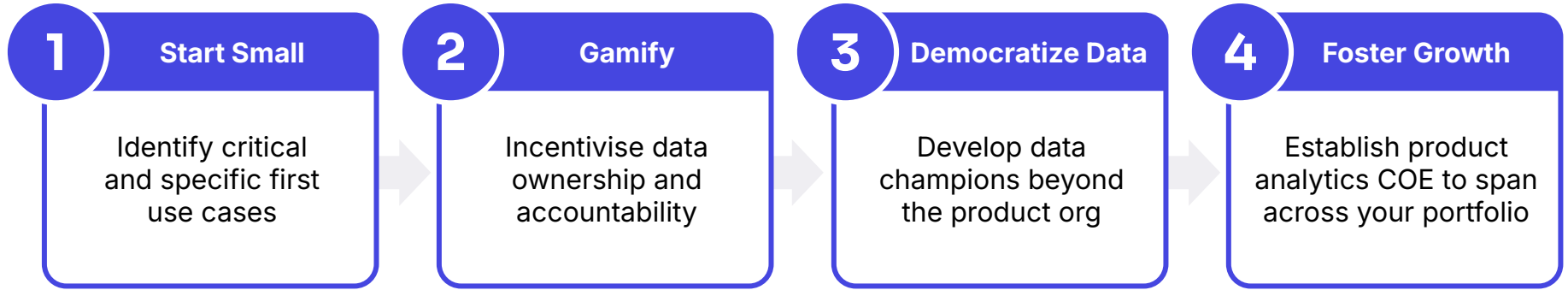
- Enable faster tech depreciation through visibility
- Spearhead product development on critical and highly leveraged functionality

Takeaway

Measure feature adoption and the ROI of new functionality

“Did we waste resources on a feature no one uses?”

Key takeaways



Data mindset → new questions and possibilities

How can data directly influence our future roadmap?

Can architecture be adjusted based on usage to reduce cost?

How much efficiency was gained by that feature release?

Where are the automation opportunities?

What's the ROI on this feature?

When are users leveraging the products?

What's the user journey across applications?



Q&A