



Pendo Professional Services Catalog

2020

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The Professional Services Catalog is a guide to understanding existing Pendo Professional Services offers. Additional offering datasheets are also available for each offering.

About Professional Services	3
Services Portfolio Overview	4
Enablement	4
Education	4
Consulting	4
Enablement Offers	5
Quick Start	5
Accelerators	6
Education Offers	8
Introduction to Pendo	8
Pendo Essentials Training	8
Consulting Offers	9
Pendo @ Scale	9
KB Integrations	9
Product Analysis and Insights Package	9
Guidance and Onboarding Package	10
Custom Consulting	10



About Professional Services

Pendo Professional Services has worked with more than 500 companies to bridge the gap between the outcomes they're chasing and the capabilities offered by the Pendo Platform.

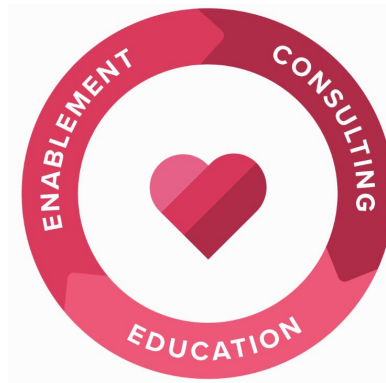
Our team of Engagement Managers, Professional Services Engineers, and Consultants provide a variety of Services to our customers to ensure they are successful with their Pendo implementations.

Our Services and capabilities are wide-reaching. We offer everything from contextual, in-app onboarding to custom application integrations. Our capabilities span the basic technical necessities to get customers configured and executing through the ability to advise on modern product management practices.

Our people are simply loved by our customers and maintain a world-class CSAT score of 95+. We deploy Customer Satisfaction Surveys to each individual that participates in every offering, and expose both the quantitative and qualitative results broadly to our organization.

Services Portfolio Overview

The Professional Services Portfolio is a collection of offers targeted at common scenarios, specific customer use-cases, and desired customer outcomes. These offers fit into three top-level categories: Enablement, Education, and Consulting.



Enablement

The Enablement offers empower you to **Start Strong**. These offers ensure that you are getting value from your Pendo investment as quickly and as effectively as possible. We know that customers who engage quickly to start getting value from their investment are much healthier and receive the most from their Pendo investment.

Education

The Education offers familiarize you with the **Powerful Possibilities** that exist from proper and disciplined usage of the Pendo Platform. They allow you to gain awareness, knowledge, and understanding of the capabilities that are provided by Pendo and are ideal for customers who want to understand how modern practices can be applied and realized through the use of Pendo.

Consulting

The Consulting category of offers is **Expertise In Action**. This is guidance, assistance, and execution to achieve client-focused outcomes. Consulting includes our packages, outcome-focused offers, and hourly consulting for a variety of needs. Consulting is ideal when our clients are focused on driving towards specific outcomes that align with the capabilities of the Pendo Platform.



Enablement Offers

We help you **Start Strong** by seamlessly blending Pendo tooling with proven Product Management processes. During our Quick Start engagements our consultants will validate your product goals, guide you through Pendo Platform installation and metadata configuration, check in to make sure you got what you needed from the on demand webinars, or recommend and deliver an **Accelerator** that helps you accomplish a positive business outcome, provides additional enablement or addresses an advanced topic you've been curious about.

Quick Start

Description: The Pendo Quick Start package includes the hands-on expertise of a Pendo Consultant who helps you get up and running with Pendo's platforms. There is a Quick Start sized for your specific product package and your Product organization's complexity.

Key features:

- Understand critical activities linked to desired business outcomes
- Technical validation
- On Demand webinars on fundamental Pendo functionality
- Customer specific curated Accelerator(s)
- Collaboration touch points with a Customer Success Manager

Reference Materials: [Data Sheet](#)

Additional Notes: Required for all new Pendo package sales.

	Pendo for Startups	A LA CARTE			Team	Pro	Enterprise
		Guidance	Insights	Feedback			
Live Technical Validation	X	X	X	X	X	X	X
On-Demand pre-recorded Training Webinars	X	X	X	X	X	X	X
60 or 90 day Progress Check-In		X	X	X	X	X	X
Weekly Hosted Webinars with Live Chat		X	X	X	X	X	X
Accelerators Included					1	2	4
Designated Professional Services Consultant					X	X	X
Designated Professional Services Engineer							X
Designated Engagement Management							X

Accelerators

We assess your product goals and match you up with Accelerators that help you achieve the positive business outcomes important to you. Each Accelerator is a services micro-package designed to optimize the value from your Pendo implementation.

Key Features:

- Flexible delivery method -- choose from guided DIY, a paired approach or Pendo Professional Services creating for you
- Session content recommended based on product goals
- Focused on jobs to be done that encourage users to become promoters

Reference Materials: [Data Sheet](#)

Additional Notes: Included in Team, Pro and Enterprise Quick Starts.

Accelerator Menu

Topic	# of Accelerators	Currently Available
Basic Enablement Educate and enable your team on basic analytics and tagging, guides and segments, while learning best practices to improve product engagement and drive feature adoption.	1	✓
New User Onboarding Through best practices and hands on work, we help you establish an aha! first experience for your customers to increase customer satisfaction, retention and adoption and time to value.	1	✓
New Feature Launch We give you the tools to effectively announce your latest innovations and turn customers into adopters using in-app guides that increase onboarding efficiency, reduce support costs and increase retention rates.	1	✓

Topic	# of Accelerators	Currently Available
<p>Advanced Topic Workshops</p> <p>Choose a topic that best fits your product interests from our library of half day workshops and start working toward the positive business outcomes that are most critical for your business.</p> <ul style="list-style-type: none"> • Pendo as Swiss Army Knife • Reporting That Matters • Advanced Guide Design • Understanding User Unhappiness 	1	✓
<p>Create Your Own</p> <p>We understand that your goals might be different from other customers'. We design a program that will address your specific needs.</p>	1	✓
<p>Train Your Own Pendo Engineer</p> <p>We take someone from your organization using hands-on and selected Pendo challenges and help them become the Pendo expert you need.</p> <p>(Best for Enterprise customers.)</p>	4	coming soon
<p>Subscription Audit</p> <p>Find out how effectively you're using Pendo with a subscription audit. We check your metadata to see what values are being used and not, we look at your tagging strategy, groups, segmentation and guides and make recommendations for better product alignment.</p>	2	coming soon
<p>Advanced Data Collection</p> <p>Explore and analyze track events and leverage event properties to create more impactful reporting from Pendo.</p>	2	coming soon

Education Offers

Explore **Powerful Possibilities** with Pendo's education offers. Whether you're brand new to the Pendo Platform or you're looking to advance your understanding and depth with some focused training - we have you covered with our education offers.

Introduction to Pendo

Objectives: Awareness and knowledge of core Pendo capabilities.

Description: This three session offering is designed to validate your configuration and educate and enable your team on Pendo capabilities and best practices to accomplish your product objectives. The first session, the Install Review, will help you get started with the right meta-data and configuration. The two follow-along webinars are designed to educate and enable your team on Pendo capabilities and best practices to help you accomplish your self-determined product goals.

Reference Materials: [Data Sheet](#)

Additional Notes: One instructor-facilitated session and two pre-recorded webinars.

Pendo Essentials Training

Objectives: Awareness, knowledge, and application of core Pendo capabilities.

Description: Experience a full day on-site with a dedicated implementation specialist designed to educate and enable your team on Pendo capabilities like tagging pages and features to take advantage of retroactive analytics, creating segments based on product usage, visitor account information, setting up a staging environment, understanding and creating guides that solve for specific scenarios and creating paths, funnels, and trends and all the best practices to accomplish your product objectives.

Reference Materials: [Data Sheet](#)

Additional Notes: Onsite and public delivery. Maximum class size of 20.

Consulting Offers

The Consulting category offers our **Expertise In Action**. This is guidance, assistance, and execution to achieve client-focused outcomes. Consulting includes our packages, outcome-focused offers, and hourly consulting for a variety of needs. Consulting is ideal when you are focused on driving towards specific outcomes that align with the capabilities of the Pendo Platform.

Pendo @ Scale

Description: The Pendo @ Scale engagement is **enablement, training, and consulting** that provides thoughtful and impactful adoption of Pendo for intentional alignment across multiple products or product lines. We utilize our Pendo Ready, Launch, Sustain framework to align Vision, Objectives, and Measures for the adoption of Pendo.

Reference Materials: [Data Sheet](#)

Additional Notes: Great for customers who want consistent usage and application of Pendo across multiple teams.

KB Integrations

Description: The Knowledge Base Integration engagement is designed to quickly have your integrated help resources up and running so that your customer's experiences with your product deliver value from the start. Our deep Pendo and integration talent work on your behalf to turn your customers into promoters. Select from one of three tiers of services for more extensive customization.

Reference Materials: [Data Sheet](#)

Additional Notes: Minimum of 40 hours.

Product Analysis and Insights Package

Description: Partner with us to gain valuable insights into how your users interact with your product. Pendo experts will collaborate with you to understand your app and users, then your solutions engineer will analyze your app interactions and provide detailed insights on how to



achieve your objectives. Additionally, your solutions engineer will enable your team with KPIs, best practices, and communication strategies for becoming a product led organization.

Reference Materials: [Data Sheet](#)

Additional Notes: Up to 20 hours.

Guidance and Onboarding Package

Description: Whether you're implementing a new onboarding series, refreshing an old campaign, or just need in-app messaging inspiration, Pendo services is here to take your guides to the next level. We'll work with you to understand your goals and your current use of guides and/or resource center. Then, your solutions engineer will design a personalized improvement plan. Along the way, we'll show you the technical tips and best practices we've established over hundreds of client engagements.

Reference Materials: [Data Sheet](#)

Additional Notes: Up to 40 hours.

Custom Consulting

Description: Take advantage of the knowledge and experience of our Solution Engineers to get guidance and assistance on customization, advanced page and feature tagging, dashboard creation, NPS configuration, Resource Center customization during one on one or small group sessions. You can start down the road to scaling the adoption of Pendo using our expertise to help you create a center of enablement through train-the-trainer, asset management guidance best practices and helping you become more "product-led."

Additional Notes: 10 hours and above.