{ Key Learnings for Servitization from SaaS }

A little about me

Dror Avieli

Managing Director Israel and
VP Customer Success at "Consensys".

With more than 20 years of experience, Dror has a wealth of knowledge from leading successful customer service organizations in the software industry. Dror previously started Hewlett Packard's Customer Success organization during the early days of the transformation to SaaS & Cloud offering. Prior to HP, Dror held several positions in development, sales and services and in regional and global business functions.

Dror started his business career as a software developer and systems analyst. He also served as a Major at the IDF, as part of the Armored Battalion.

He graduated from the Interdisciplinary College in Israel with a BS in Computer Engineering (Summa com Laude), and a GMP from Harvard Business School.

Linkedin Page

CONSENSYS

Blockchain, Ethereum, ConsenSys

What is it?

Blockchain World

What is Blockchain

Blockchain World

Decentralized World

Blockchain is an online record of transactions backed by cryptography

A giant digital database that holds a record of transactional data, and is accessible to anyone. The data is shared between the members of the network.
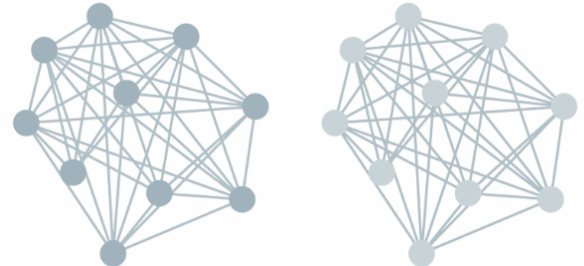
Centralized   Decentralized   Distributed Ledgers

CONSENSYS

Blockchain World

Distributed Data And Consensus

The information is stored across the network and replicated on the different nodes

All the members in the network can monitor and take part in running the system, so the system is controlled by all members together.

Blocks of data are held and verified by the different nodes in chronological chains.

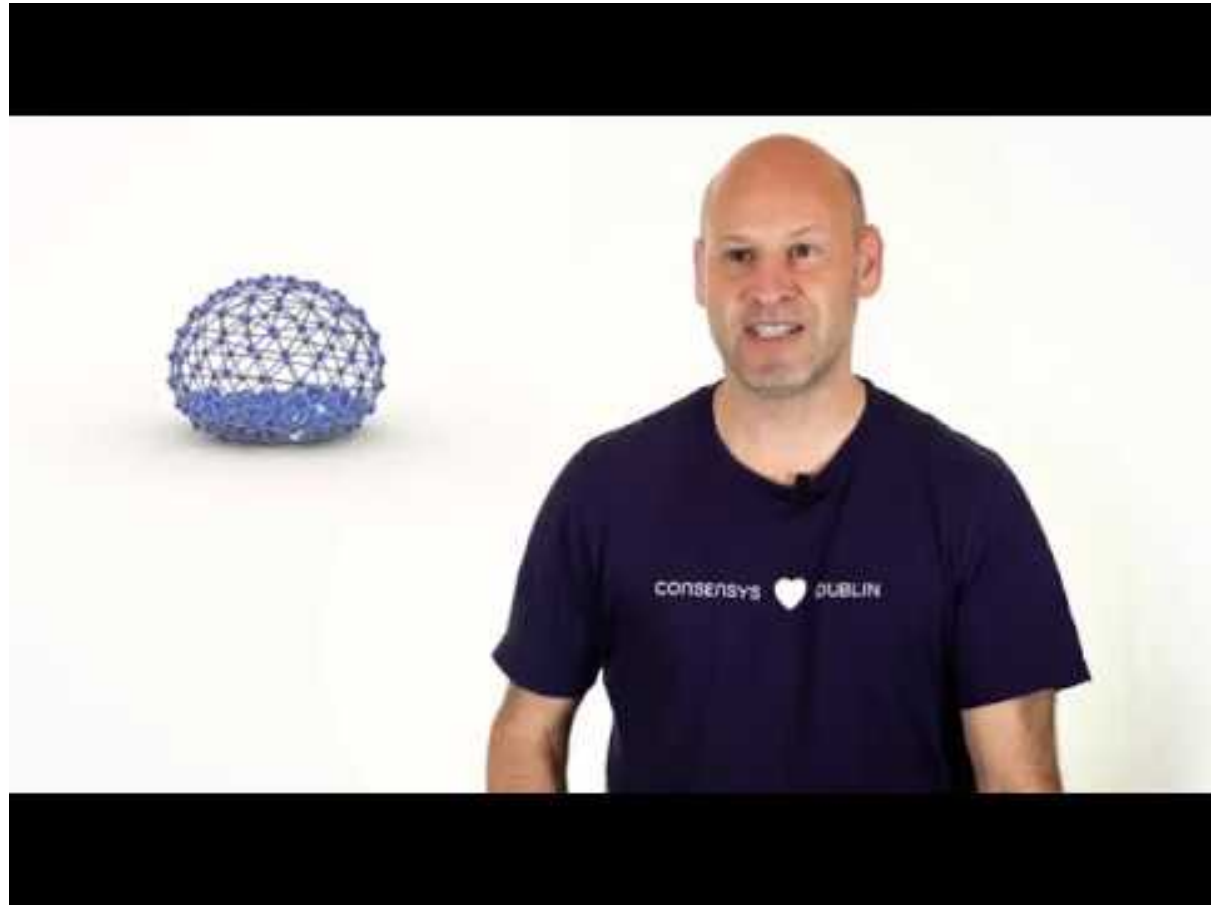CONSENSYS

Blockchain World

Cryptographically
Secure

Cryptographically Secure

Each individual transaction relies on mathematical algorithms called cryptography, making it extremely difficult to corrupt - and increasing the reliability of the data.
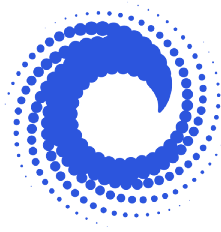

CONSENSYS

"ConsenSys"

Welcome to the Decentralized Future

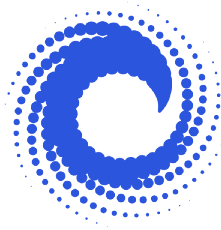CONSENSYS

"ConsenSys"

Harness the power of Ethereum

A venture production studio focused on building and scaling tools, disruptive startups, and enterprise software products powered by decentralized technology, specifically Ethereum. Our mission is to use these solutions to power the emerging economic, social, and political operating systems of the planet.

Our projects address every part of the Ethereum ecosystem, including: crucial infrastructure projects, developer tools, core integration components, services, B2C dapps, enterprise solutions, and many more platforms and applications. We have a robust education arm training developers and educating the ecosystem, a Social Impact group accelerating humanitarian efforts, and a media platform publishing news and thought pieces about the ecosystem.

Our focus is on the ecosystem, the growth of the Ethereum network, and global integration of the benefits of blockchain and tokenization.

CONSENSYS

"ConsenSys"

Harness the power of Ethereum

ConsenSys is a global organism building the infrastructure, applications, and practices that enable a decentralized world

ConsenSys was formed in 2015 and has since grown to over 1000 employees distributed globally in every continent except Antarctica.

Structurally, we are as flat, decentralized, and fluid as we can be, allowing individuals and groups to self-organize and adapt as needed. Despite our rapid growth, we adhere to our flat structure as much as possible, believing that autonomy and agility are key to a project's and employee's success.

Voted as one of Linkedin's 50 most sought after startups for 2018.

CONSENSYS

Software-as-a-Service

Subscription Approach

On-Prem

License Approach / on premise

On-premises software as the classic approach to software delivery - License based

Installed and runs on computers on the premises of the organization using it.

→   A license/ copy of the software

→   Individually managed and maintained by each customer

→   Changes in the software and fixes/ patches are installed separately per each license

→   Requires in-house infrastructure, IT etc.

Software-as-a-Service

Subscription Approach

Cloud based Services, and Software as-a Service

Installed and housed centrally by the provider and accessed by different customers.

→ A subscription based delivery model

→ Centrally hosted

→ Releases, fixes are applied directly for all customers

→ Doesn't require in-house infrastructure, IT etc.

→ Supports agility and scalability

Software-as-a-Service

Do we need it?

→   Why Software-as-a-Service?

→   When is it a better solution?

→   What is required?

    o   From the Product?

    o   To Deliver?

    o   From the Customer?

Customer Success?

How does it fit?

Customer Success

Generate Success

Customer Success is aimed at Customer Retention and in Customer's Business Value

Different approach in Delivery, requires different approach in managing customers and customer relationships.

The agility and scalability of the delivery, creates a space for the CSM - the customer's trusted advisor.

Focusing on Customer Retentions, Enablement and Engagement through proactive communication and generating success for the customer.

CONSENSYS

Customer Success

Scope

Voice of the Customer	Customer Engagement	Trusted Advisor	Customer Retention
Creating Business Value	Customer Health Analysis	Technical Expertise	Business Expertise
Customer Onboarding	Training Programs	Deployment Planning	Adoption and Maturity
Escalation Management	Communication Channel	Problem Solver	Customer Satisfaction
Project Management	Customer Enablement	Time to Value	Agile
Global Coverage	Metrics and KPIs	Service Monetization	Data Analysis

CONSENSYS

Customer Success in ConsenSys

How do we do it?

3 Pillars

CSM, Support and DevOps

We established 3 functions to address our focus areas from different aspects and by applying different skill sets and expertise:

CSM (Customer Success Managers) - Customer's trusted advisor, focusing on enablement, engagement and retention of customers through proactive communication and increasing the business value for the customers

Customer Support - Customer's branded Help Desk, providing answers and solutions to customers' problems and inquiries

DevOps COE (Center of Excellence) - Ground control, providing monitoring and remediation for stability and performance

CONSENSYS

Focus Areas

What drives Customer Success

There are 3 areas Customer Success is most focus on:

🛡️ Brand Protection - Elevating and maintaining brand and reputation

👍 Customer Experience - Ensuring customers are satisfied

✏️ Continuous Improvement and Business Operations

→ Learning and adapting to the customers' needs

→ Providing insights to help ConsenSys ventures focus on customers'

needs

CONSENSYS

Thank You

CONSENSYS
{ Customer Success }