

Experience matters



Dave Anderson

SVP Marketing

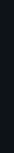
The world
is run by
software



Complexity



Stakes are
high



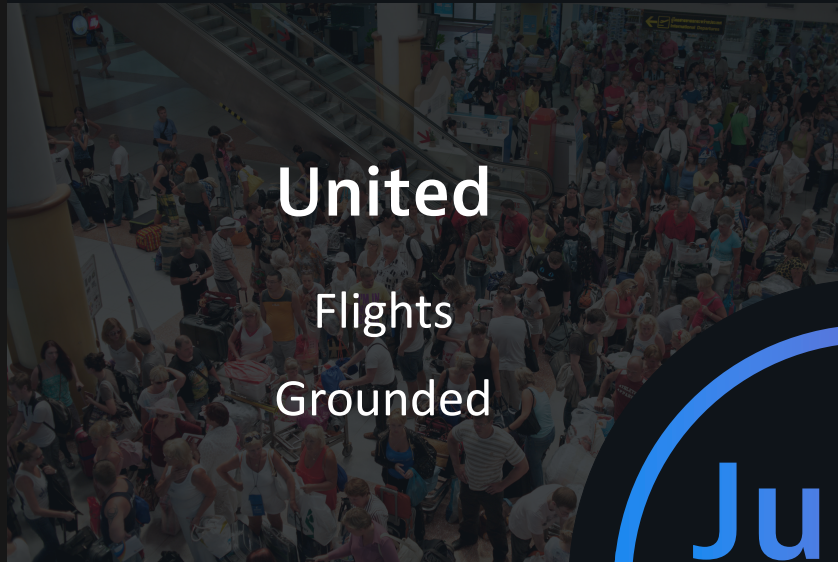
You have one of the hardest jobs in the world

Release
frequency

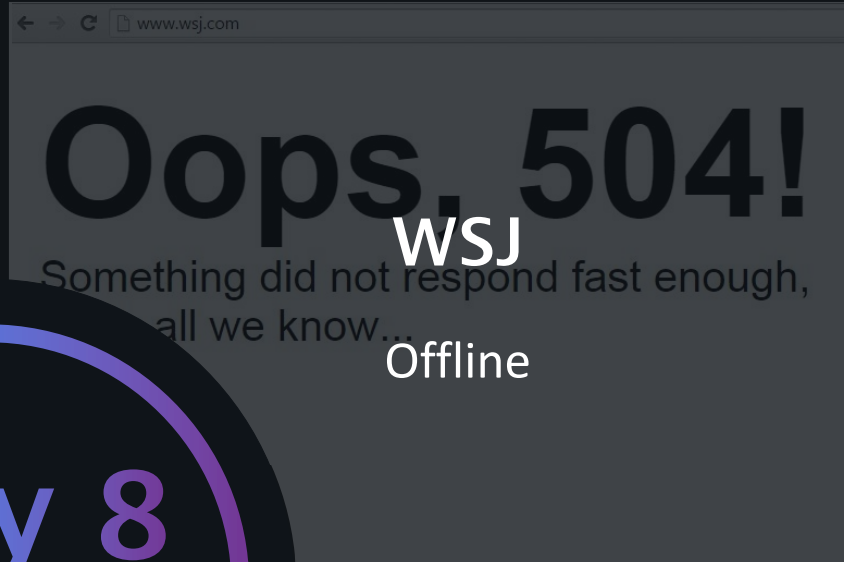


User
expectation





United
Flights
Grounded



WSJ
Offline

July 8
2015

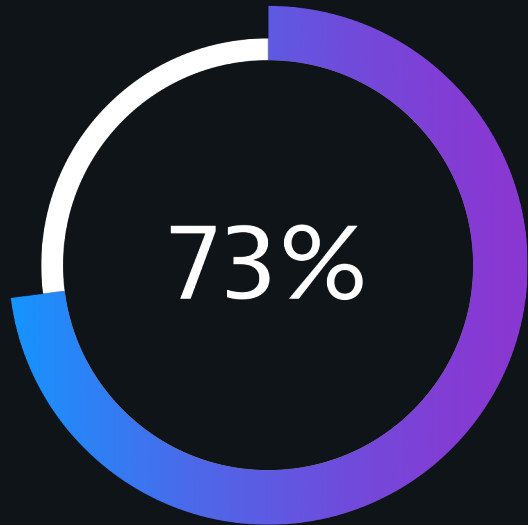


NY Stock
Exchange
Closed

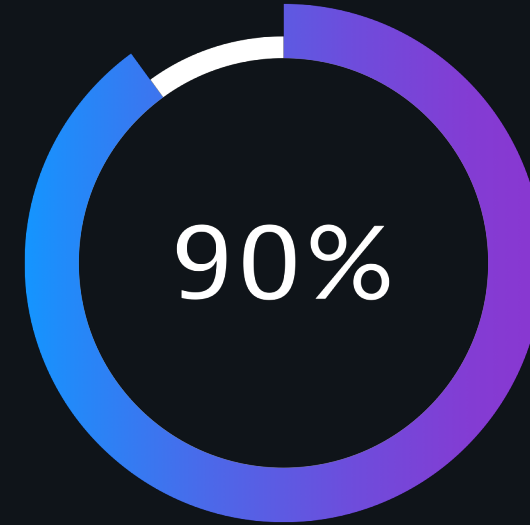


Seattle
911 outage

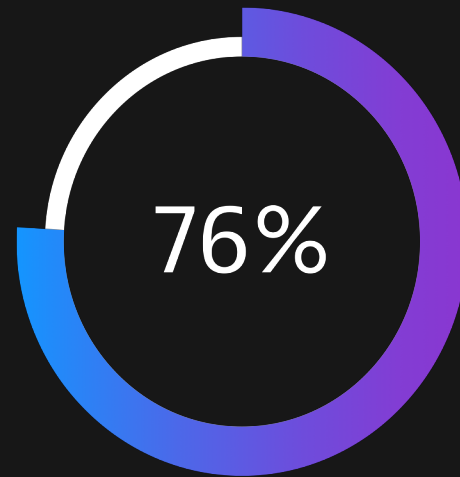
The importance of experience



of CIO's say that
complexity will make managing user
experience almost impossible



of companies compete primarily on
the basis of customers experience. Up
from 36%



of people are
afraid they'll be locked
out of their smart home



Because perfection is a standard

Doesn't matter what business you are in, you are now in the business of delivering perfect software.



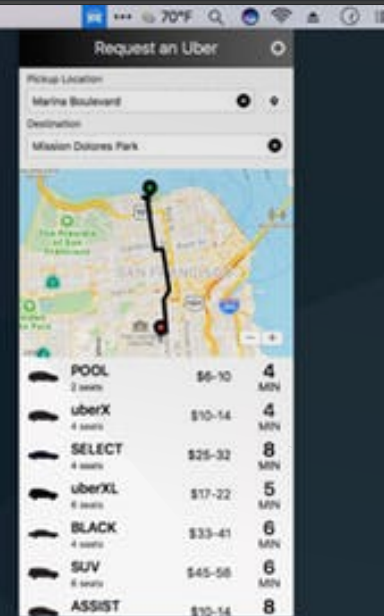
As if Uber wasn't convenient enough

Request a ride in seconds

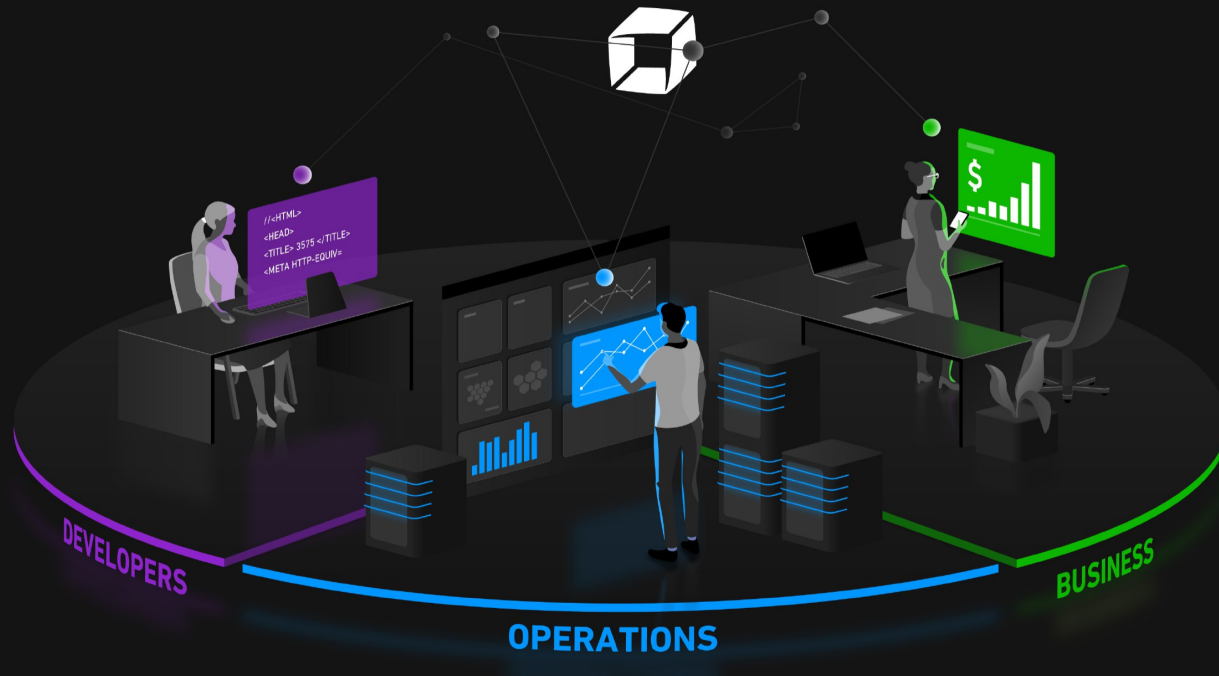
Book a ride on Uber
without ever needing
to touch your phone.



Passenger for Uber



Constant innovation



Automate Operations

Release better
software faster

Deliver unrivalled
digital experiences

“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to *change*.”

- Charles Darwin, 1809

