

RUBRIK & APRIL SIX

April 23, 2025



AGENDA

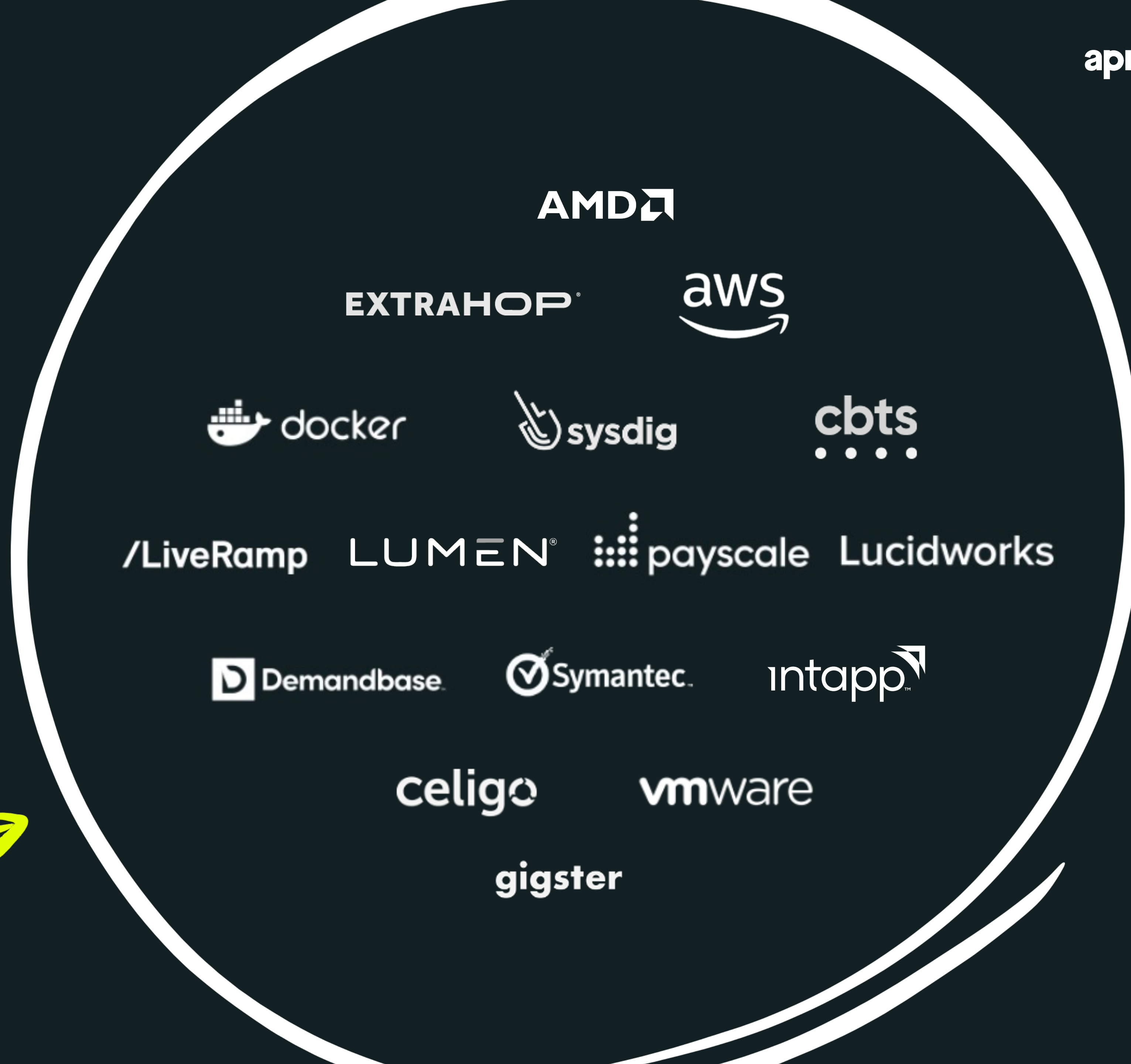
- Introductions
- A little about April Six
- Our demand philosophy
- How we work
- Q&A



**WE ARE
A GLOBAL GROUP
OF INDUSTRY
SPECIALISTS
CRAFTING MOMENTS
THAT MATTER FOR
BRANDS SHAPING
THE FUTURE.**



**BRANDS
WE'VE BEEN
PROUD TO
PARTNER
WITH**



BRANDING + WEB REFRESH

Built-to-last brands applied to customer-centric web experiences that drive measurable action.

ABM PROGRAMS

Designing 1:1, 1:few, and 1:many strategies and activating programs into market through intent-led media.

BRAND CAMPAIGNS

Activating brand stories by creating moments to spark new audience engagement and awareness.

MEDIA + REPORTING

Planning, buying, and reporting on paid media across search, social, display, content syndication, direct buys, CTV, and OOH.

DEMAND CAMPAIGNS

Single- or multi-campaign demand generation strategies to capture and qualify leads for sales team follow-up.

CONTENT DEVELOPMENT

Video to infographic, short- and long-form content to educate and inspire audiences.

WE HELP GTM LEADERS BRIDGE BUSINESS STRATEGY AND MARKETING EXECUTION

How? By integrating the capabilities of a management consultancy and a marketing agency—all underpinned by analytics, data and technology, and all under one roof. Net result: Accelerated performance. Zero signal loss from strategy through execution.

Our client focus > Brands in complex markets:

BOSE

AMOGY

VERACODE

GoPro

Guidehouse

everstream
ANALYTICS

hp

DELL

BioCatch

EV
PASS
PORT

Microsoft

GRAEBEL

WILMINGTON
TRUST

flex.

SiriusXM
SATELLITE RADIO

ORACLE

ptc

halcyon

ATLASSIAN

Chevron

The diagram features a stylized brain in the background, split vertically. The left half is labeled 'Part Consultancy' in a yellow script font, and the right half is labeled 'Part Agency' in the same font. In the center of the brain is a dark circle containing a blue 'M' logo. Surrounding this central logo are four light gray rectangular boxes with rounded corners, each containing a service name in black uppercase letters: 'GO-TO-MARKET STRATEGY' (top left), 'MARKETING DATA & ANALYTICS' (bottom left), 'BRAND-TO-DEMAND-MARKETING' (top right), and 'PUBLIC RELATIONS & COMMS' (bottom right).

300⁺
Expert
teammates

4
Integrated
services

6
NA & UK
locations

6
Key
industries



april 6

DEMAND PHILOSOPHY

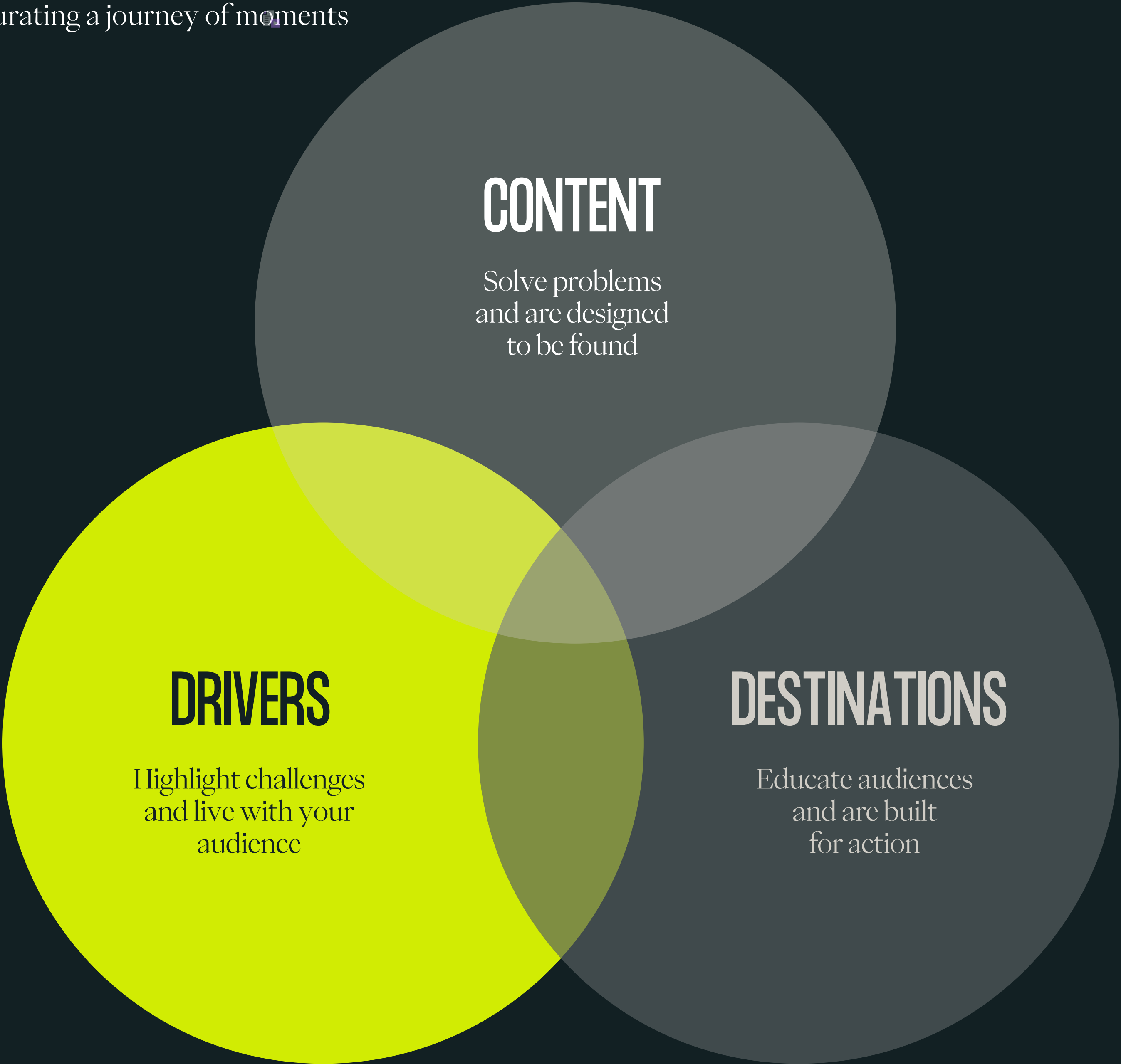
OUR BELIEFS

**B2B CAMPAIGNS REQUIRE
A FULL—FUNNEL APPROACH**

**FULL FUNNEL MARKETING
CREATES AND CAPTURES
MOMENTS OF ENGAGEMENT
ACROSS THE JOURNEY**

Business decisions don't start with awareness of a brand





Business decisions don't start with awareness of a brand



GREAT CONTENT HAVE COMMONALITIES

Audience-driven content

BE FOUND

Content needs to anticipate audience needs, fit their environment, and help users who are increasingly self-directing their education process.

Educate | Entertain | Create Controversy

PURPOSE

All content needs a purpose. The content experience should match the purpose. We can blur the lines, but we should do so purposefully.

Engagement generates value

AN EXCHANGE

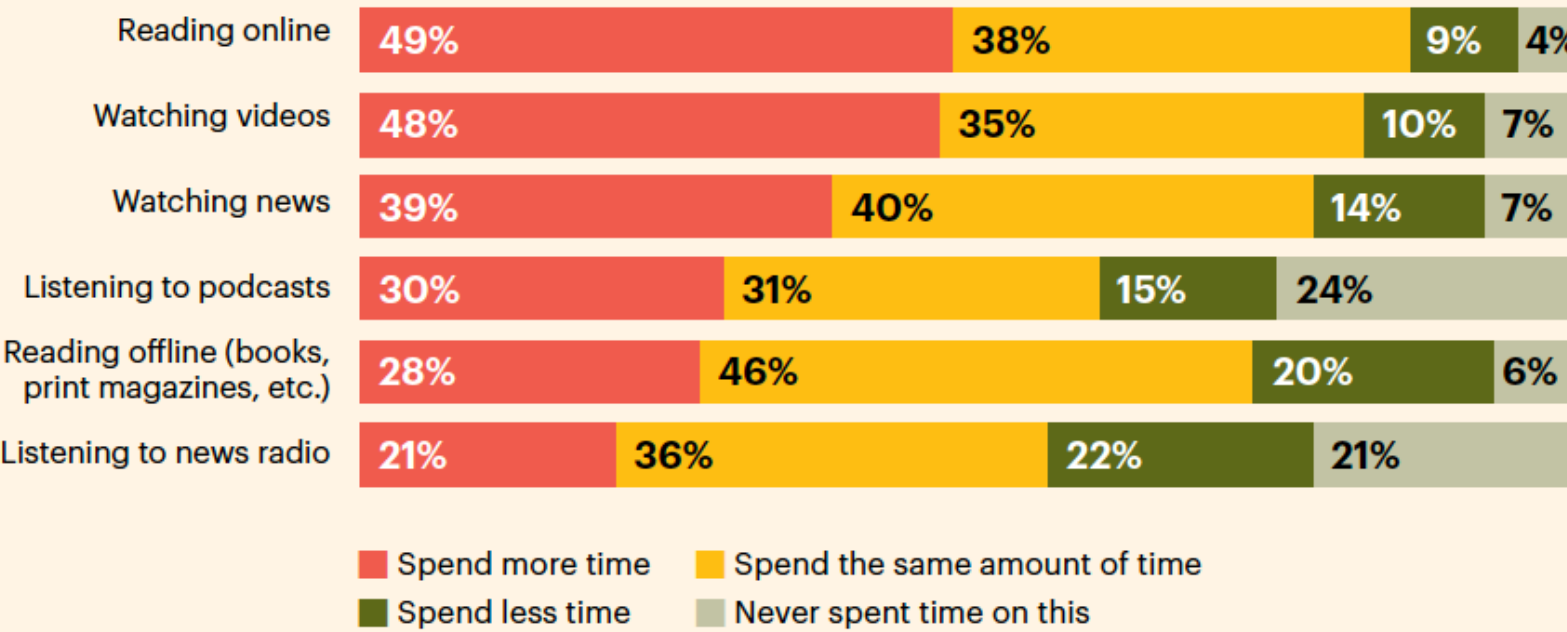
Consuming content helps brands understand intent and allows us to create better marketing, but it needs to be an equal value in return.

Solve a real problem

VALUABLE

When in doubt, solve a challenge within the buyer journey, provide hard to find information, document an approach, offer another perspective, or share news.

Spending more time engaging online



Top 5 content types relied upon at each stage of the purchase process

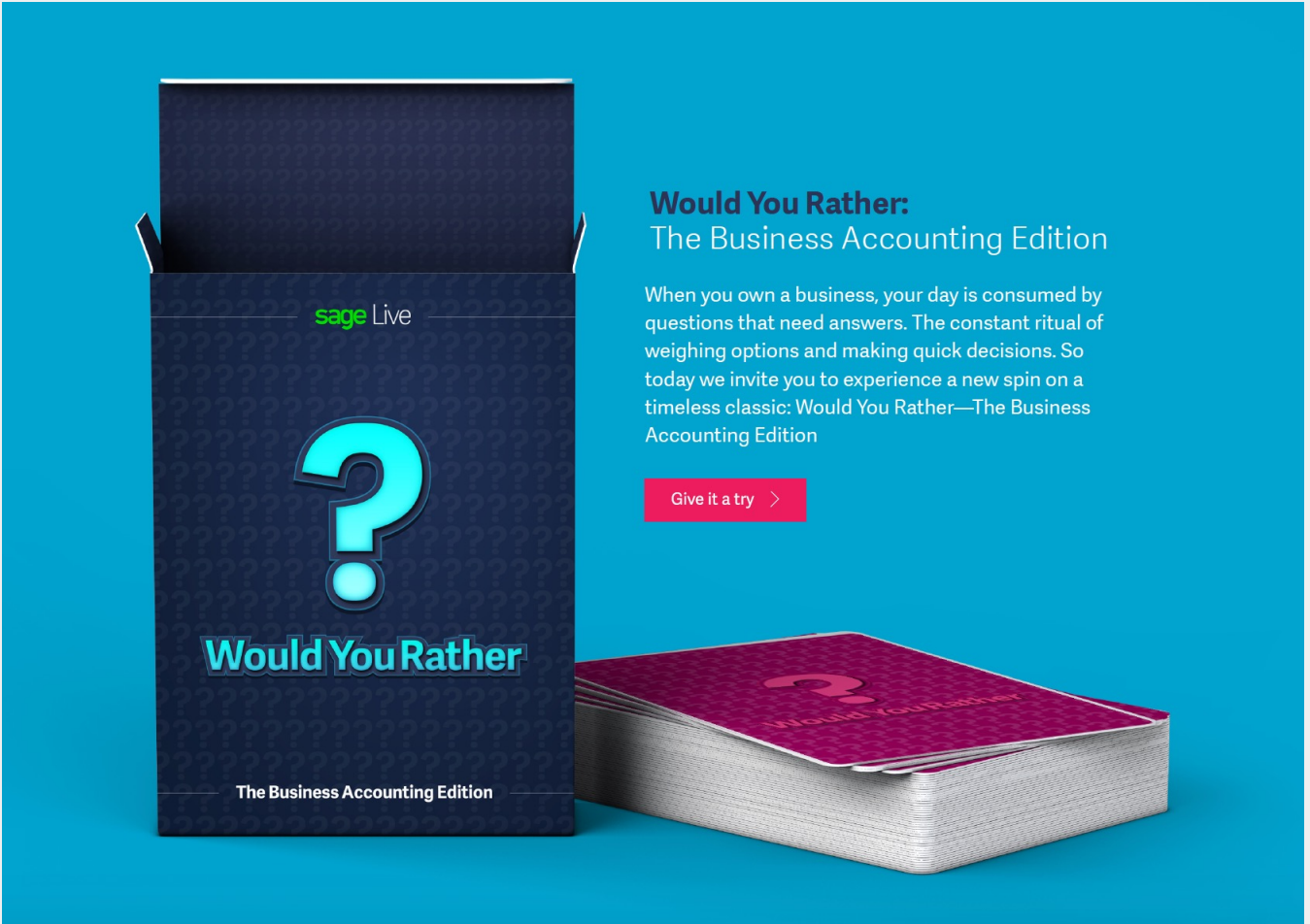
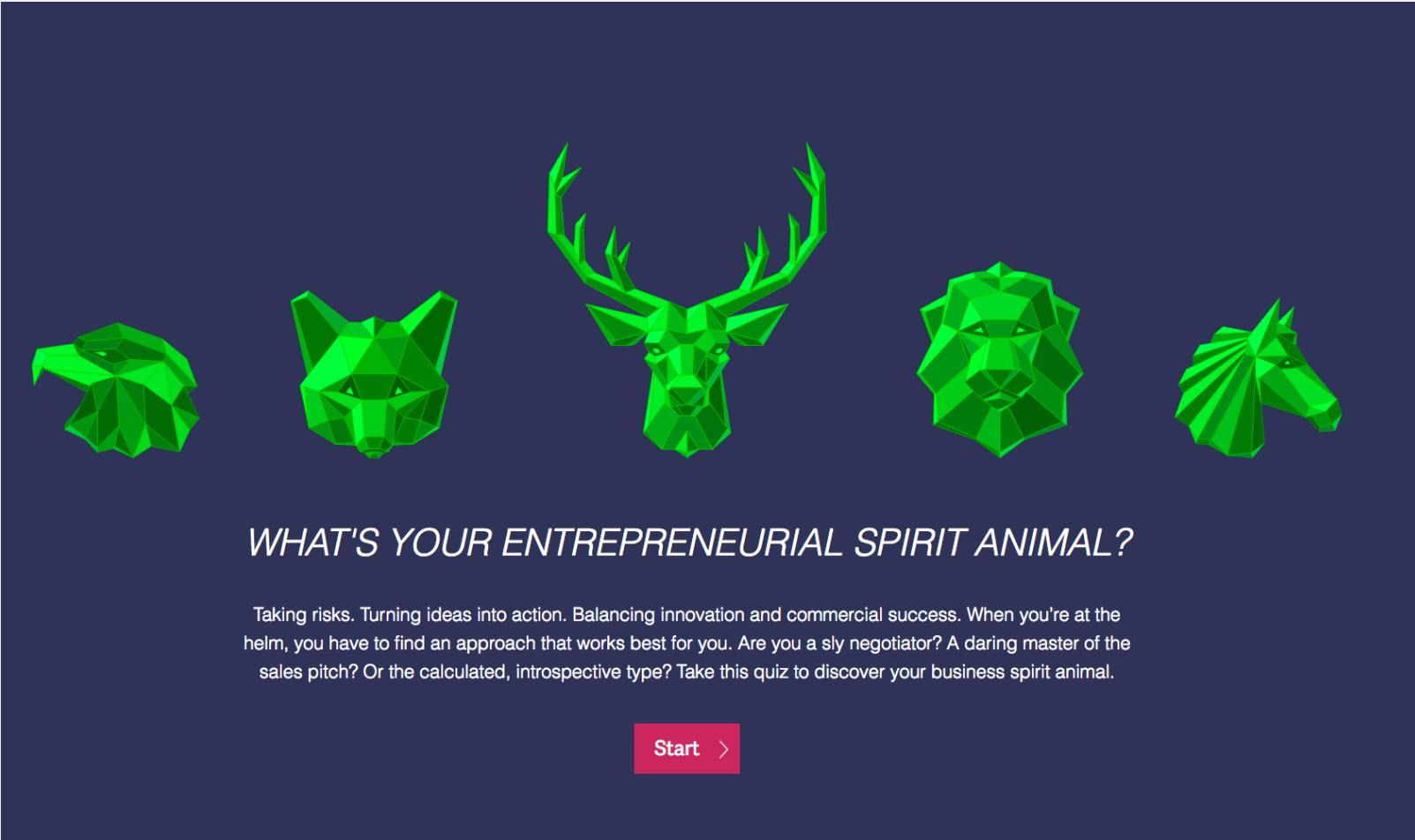
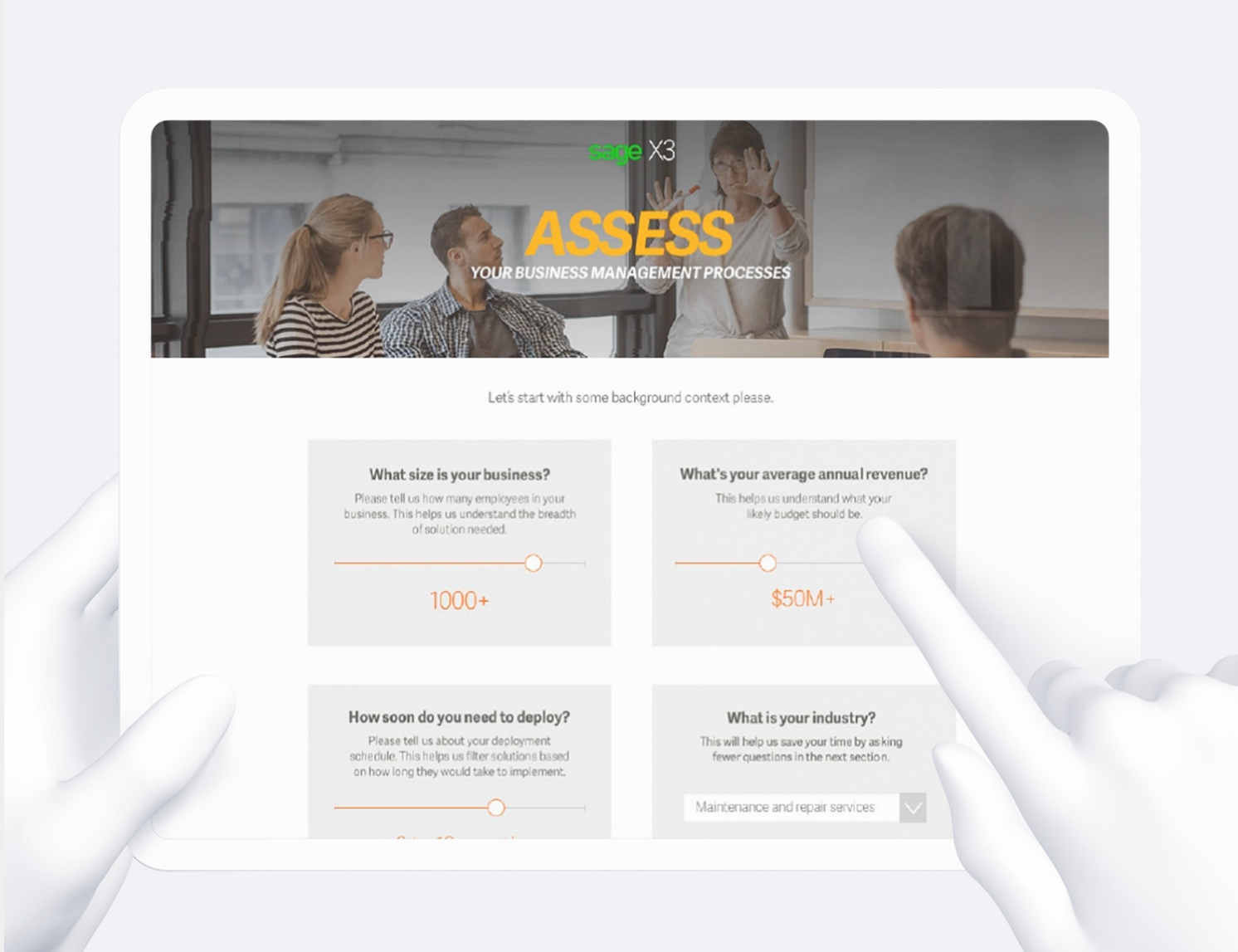
| Determine the business need | Determine technical requirements | Evaluate products and services | Recommend and select vendors | Sell internally | Approve and authorize purchase | Post-sales engagement |
|---|---|--|--|--|---|---|
| <ul style="list-style-type: none">Technology newsAnalyst researchFeature article about trends strategies, managementCase studiesProduct testing, reviews and opinionsProduct demo and product literature | <ul style="list-style-type: none">Product testing, reviews and opinionsProduct demo and product literatureTechnology newsVendor presentationsAnalyst research | <ul style="list-style-type: none">Product testing, reviews and opinionsProduct demo and product literatureAnalyst researchVendor presentationsPeer presentationsTechnology news | <ul style="list-style-type: none">Product testing, reviews and opinionsProduct demo and product literatureAnalyst researchVendor presentationsInterviews with technology experts | <ul style="list-style-type: none">Product demo and product literatureAnalyst researchProduct testing, reviews and opinionsVendor presentationsCase studies | <ul style="list-style-type: none">Product testing, reviews and opinionsProduct demo and product literatureROI tool, calculator, or other assessment toolAnalyst researchCase studiesVendor presentations | <ul style="list-style-type: none">Product testing, reviews and opinionsProduct demo and product literatureHow-to content and informationDiscussions in forums/online communities and social mediaVendor presentations |

ENGAGING THROUGH RELEVANT EDUCATION AND ENTERTAINMENT

Buying decisions don't start with awareness of a brand. The best way to engage and create opportunity with audiences is to create value in their lives. Solve a real-world challenge they are experiencing or connect your offering to fundamental problems they are facing.



Moments of engagement



DIFFERENTIATING THROUGH THE EVALUATION

At any moment in time, just 10% of organizations are actively seeking to acquire new technology. When these prospects demonstrate intent to enter the active buying cycle, technology brands must be ready to assist them through the evaluation while differentiating their offerings from the alternatives.



Differentiation demonstrated

sageLive

Start your trial >

FIND OUT WHAT WE CAN DO FOR YOUR FINANCIALS

Take the Sage Live self-guided tour. Select your role below to get started.

C-Level Execs and Business Owners

When decisions are made, you have the final word. That's why you need a full view of your business.

Finance Managers and Bookkeepers

You're the numbers person. You don't have time for anything but a system that can serve your every need.

Sales Representatives

You spend a lot of your life on the road. You need an accounting platform that travels with you.

ON24

IT'S TIME TO WAKE UP YOUR WEBINARS.

Open your eyes to the potential of full featured, data rich webinars from ON24. Compare webinar technologies across the spectrum of capabilities that SiriusDecisions defines as essential for webinar marketing success and see if it's time to wake up your webinar. [Read the full report >](#)

CTA for this video goes here >

COMPARE IMPACT LEARN

WAKE-UP CALL: SIRIUSDECISIONS ON WHAT MAKES YOUR WEBINARS WORK

See how other webinar technologies compare to the leader in intelligent webinar platforms—ON24—based on the real-world criteria developed by SiriusDecisions. [Read the full report >](#)

ON24 GoToWebinar Jitsi Zoom

COMPARE ALL

TALK TO US

SHARE THIS COMPARISON >

LOWE'S

A TAILOR-MADE PROPOSAL ON HOW LOWE'S CAN:

Build Revolutionary Customer Experiences—Cost-Effectively and at Scale

Discover the power of feature management

LAUNCHDARKLY / APRIL 2023

LOWE'S

LaunchDarkly →

QUESTION

How can Lowe's accelerate its Total Home Strategy, build revolutionary customer experiences, and tower above its competition?

ANSWER

By joining forces with LaunchDarkly, the #1 feature management platform, Lowe's can accelerate omnichannel initiatives and seamlessly deliver personalized customer experiences. Further, LaunchDarkly can empower Lowe's to quickly identify new opportunities, increase revenue, drive growth, and build more enticing and engaging solutions than its competitors.

For the fourth consecutive quarter, Q3 recognized LaunchDarkly as the #1 feature management platform in its Winter 2023 report. LaunchDarkly received the highest satisfaction score and outperformed industry averages across all category ratings.

"The ability to push out features quickly with a safety net of knowing we can turn them off lets us deliver features faster to the customer making everyone happier"

Jim Gilbert, Director of Engineering, AppDynamics

LOWE'S

Build vs. Buy:

The costs and complexity of building a feature management solution

As Lowe's works to drive growth and meet strategic objectives, it is vital to consider the benefits of building versus buying a feature management platform.

Developing a proprietary feature flagging solution can cost millions of dollars—with user permissions, streaming support, and additional SDKs all magnifying the expense. Plus, as the size and number of Lowe's teams grows, the complexity and costs of the solution will expand as well.

"You should build the systems that differentiate you from your competition—and buy the ones that don't."

Incident.io with LaunchDarkly

The downside of choosing to build at a glance

- Building an enterprise scale is expensive
- As the number of teams grows, so do the associated costs
- More team requirements add significant complexity, making the solution more expensive to build and maintain

LOWE'S

LAUNCHDARKLY PARTNERSHIP PROPOSAL

The cost of choosing to build

This chart illustrates the financial implications of Lowe's choosing to build a proprietary feature flagging solution.

| Item | Estimated Hours / Team | Hours x Rate | Total |
|---|------------------------|--------------|-------------|
| Core Systems - 10% | 275 | 7,875 | \$892,061 |
| Feature Flag Platform | 100 | 2,871 | \$216,295 |
| Frontend Logic - 10% & Backend Architecture | 100 | 2,871 | \$216,295 |
| QA - 10% | 80 | 2,296 | \$172,236 |
| Admin UI | 50 | 1,436 | \$107,648 |
| Backend API for all teams | 200 | 5,741 | \$436,590 |
| Integration Framework | 100 | 2,871 | \$216,295 |
| Playwright and Cypress | 50 | 1,436 | \$107,648 |
| Code Review Cost | 50 | 2,871 | \$216,295 |
| Workflows | 100 | 5,741 | \$436,590 |
| Total | 1,315 | 37,748 | \$2,831,130 |

Value Summary

- Total Benefit: \$2,831,130
- Engineer Hours Saved: +37,748
- ROI(C): 12x
- Uptime: 99.99%

Value summary calculated using 100 engineers and 25 engineering teams

Modern apps, beautifully contained.

docker

Carnival

Watch the whole story

Compromise works...

hp

Classification: Internal

BUILDING UNSHAKEABLE CONSENSUS WITHIN BUYING GROUPS

From approver to blocker, budget holder to end user, B2B purchases involve a growing number of stakeholders. It's critical to consider each in outreach, messaging, and program development. We need to drive consensus to generate action.



The Machine Learning Journey

The path toward leveraging the
full power of ML technologies

Consensus building

Less secrecy, more visibility

“ Although **pay secrecy** remains the informal norm or formal policy for roughly half of all U.S. employees, companies are facing a crescendo of calls for greater pay transparency.”

— Harvard Business Review, February 2023

Find the most updated legislation tracking www.payscale.com/solutions/us-pay-transparency-legislation

Pay transparency laws enacted

Outcomes of the Pay Transparency Solution

01 Increasing confidence in public salary ranges

02 Improving the effectiveness of internal pay comms

03 Achieving and maintaining pay equity

04 Guiding the journey and accelerating objectives

01

Increasing confidence in public salary ranges

- Create a compensation philosophy that informs your fair-pay decisions with credible and timely employee- and employer-reported data.
- Develop standardized, scalable pay structures that drive your talent strategies.

04

Guiding the journey and accelerating objectives

Step 1
Technical Implementation
Weeks 1 - 6

Step 2
Compensation Strategy & Structure Development
Weeks 4 - 16

Step 3
Organizational Communications
Weeks 17 - 24

- Project Kickoff
- Knowledge Transfer & Data Collection
- Data Load & Review
- Product Training
- Graduation

- Compensation Strategy & Market Analysis
- Job Pricing
- Structure Modeling & Creation

- Compensation Philosophy Document
- Manager Best Practice Training

MANUFACTURING & INDUSTRIAL Battle card

Date last modified: 9/1/2023

MANUFACTURING & INDUSTRIAL BATTLE CARD

Challenges & key concepts

Common customer challenges

Today's consumers want personalized products and services, and they want them now.

Manufacturers must recognize the need for new technologies to meet these customer demands and get to market faster. Additionally, manufacturers need to innovate to remain competitive—to build products faster, better, and cheaper.

The pandemic and economic environment have added significant pressure to keep production and supply chains moving to meet demand, creating a renewed emphasis on business agility and digital maturity.

To kick-start their digital transformation journey, manufacturers look to extract insights from their data and deliver new business outcomes. This is now possible with cloud tools and technologies such as data lakes, the Internet of Things (IoT), artificial intelligence (AI), and machine learning (ML).

The fundamental challenges to transformation include data capture, the complexity of building advanced software to analyze and act on data, and finding skilled data scientists and developers who can build intelligent applications.

Manufacturers are increasingly looking for faster, simpler ways to capture and manage data from their processes and apply new technologies like ML and robotics without lengthy development times or needing specialized ML expertise.

As they make this transition to the cloud, manufacturers are looking for an innovation leader, like AWS, to help them accelerate and simplify their digital transformation—enabling them to optimize operations and build more intelligent, connected, and sustainable products and services.

Key concepts to understand

| | |
|----------------------------------|--|
| Industrial IoT (IIOT) | Refers to the use of IoT in industrial sectors and applications to enable new levels of automation, optimization, and smart manufacturing. It involves using sensors and actuators connected to a network to collect, send, and receive data, which can be analyzed to improve operations and make smarter business decisions. |
| Industrial Automation | Refers to using various control systems for operating equipment in manufacturing plants, factories, or other industrial settings. This includes machinery, factory processes, boilers, switching on telephone networks, and the steering and stabilization of ships, aircraft, and other applications. Automation employs a range of smart devices to execute tasks without significant human intervention. |
| Smart Factory | Refers to a highly digitized and connected production facility that employs technologies such as IoT, big data analytics, AI, and advanced robotics to enable self-monitoring, analysis, and control of machines and entire production processes. The goal is to create a more flexible and adaptive manufacturing environment that can automatically optimize production processes and make decisions on its own. |
| Digital Transformation | Refers to integrating digital technology into all areas of a business or organization, resulting in fundamental changes to how it operates and delivers value to its customers. This often involves encouraging organizations to continually challenge the status quo, experiment, and be comfortable with failure. It's not just about technology; it's also about reshaping how a business operates and delivers value. |
| Industrial Sustainability | Refers to the processes and strategies that industries adopt to manage resources efficiently, reduce environmental footprints, and enact practices that benefit not just the business but society and the environment as well. This involves adopting cleaner, more efficient technologies and processes, improving waste management, reducing emissions, using renewable energy sources, and designing products that are sustainably produced and can be recycled or reused. |
| Supply Chain Resiliency | Refers to a supply chain's ability to respond and recover quickly to disruptions while maintaining its operational and financial performance. It involves a comprehensive approach to risk management that includes identifying potential risks, monitoring them, and developing strategies to mitigate them when disruptions occur. This may include diversifying suppliers, increasing inventory, re-evaluating the supplier base, and other designs that make the supply chain more flexible and agile. |

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3

Learn how Sage X3 drives end-to-end visibility

View in the browser

End-to-end visibility drives better decisions. Enlightened organizations work different.

Reduce process-cycle times by up to 75%—all while tracking operations, inventory, sales, and financial data. Discover a world of decision making based on up-to-date data from your own self-service reporting tools. [Read our article](#) on how Sage X3 can help you make smarter decisions on demand.

**Analytical collaboration: "The whole is greater than the sum of its parts." The Aberdeen Report.

Learn how Sage X3 helps businesses grow smarter

View in the browser

Rapid growth doesn't mean more complexity. Faster businesses work different.

Companies in your industry are investing in cloud-based business management solutions like Sage X3. Why now? Up to 70% of those companies report being able to reinvest savings from cloud technologies back into the business.* Get all the facts in our [informative infographic](#): "Growing faster, without getting bigger."

*Small and midsize businesses cloud trust study: US study results. comScore Inc for Microsoft Trustworthy Computing. June 2013. news.microsoft.com/download/presskit/security/bsa/request13us.pdf

Learn how Sage X3 simplifies regulatory compliance

View in the browser

Take back control of your performance data. Decisive organizations work different.

Staying compliant means managing your entire business from a single instance of data. Sage X3 helps you eliminate inconsistencies and streamline end-to-end operations. It's never been easier to take back control. You really can enhance compliance while you simplify financial processes. [Read the article](#).

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Technology Advisors for Public Sector

Client Name

Roger Hamshaw
February 3, 2025

Challenges we hear from Public Sector

On

The Trusted Partner in Public Safety

Client Name

Roger Hamshaw
February 3, 2025

The pressure to do more with less is immense

178

officers per 100,000 population, down almost 2% from 2022 and the lowest level since 1970¹

11.6

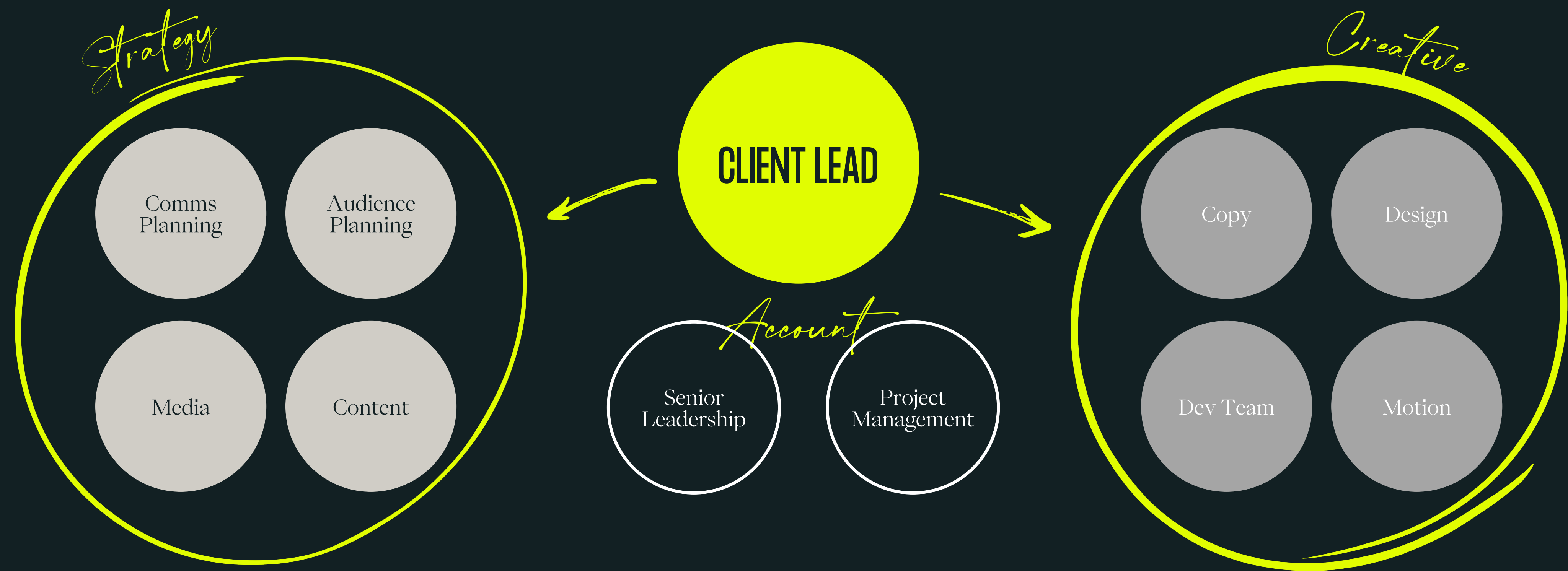
million calls annually,¹ highlighting the persistent demand for effective responses

On

¹Source: Police Resources in Canada, 2023, Statistics Canada

Classification: Internal

WORKING WITH APRIL SIX



Your Client Lead serves as a conductor and conduit, orchestrating and connecting all projects and resources.

COLLABORATIVE

We believe in working with our clients, collaborating on the brand, and engaging early and often to avoid the “big reveal” or “black box” so common in agencies.

AGILE & ADAPTIVE

We work with fast moving companies in innovative industries. Pivots happen and we have become experts in adaptability when it’s needed yet will not be slow to challenge decisions.

DATA—DRIVEN

We utilize real insights and testing with stakeholders to remove subjectivity and create impactful and engaging creative work.



QUESTIONS?

YOU

THANK