

Gaining AR Program Flexibility with ServicePlus

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Introductions



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Agenda

- ▶ Compucom
- ▶ The AR Team & Mission
- ▶ The Challenge
- ▶ ARchitect ServicePlus
- ▶ Analyst Day



Compucom: A Leading End-to-End Managed Services Provider

Supporting distributed technology and distributed users

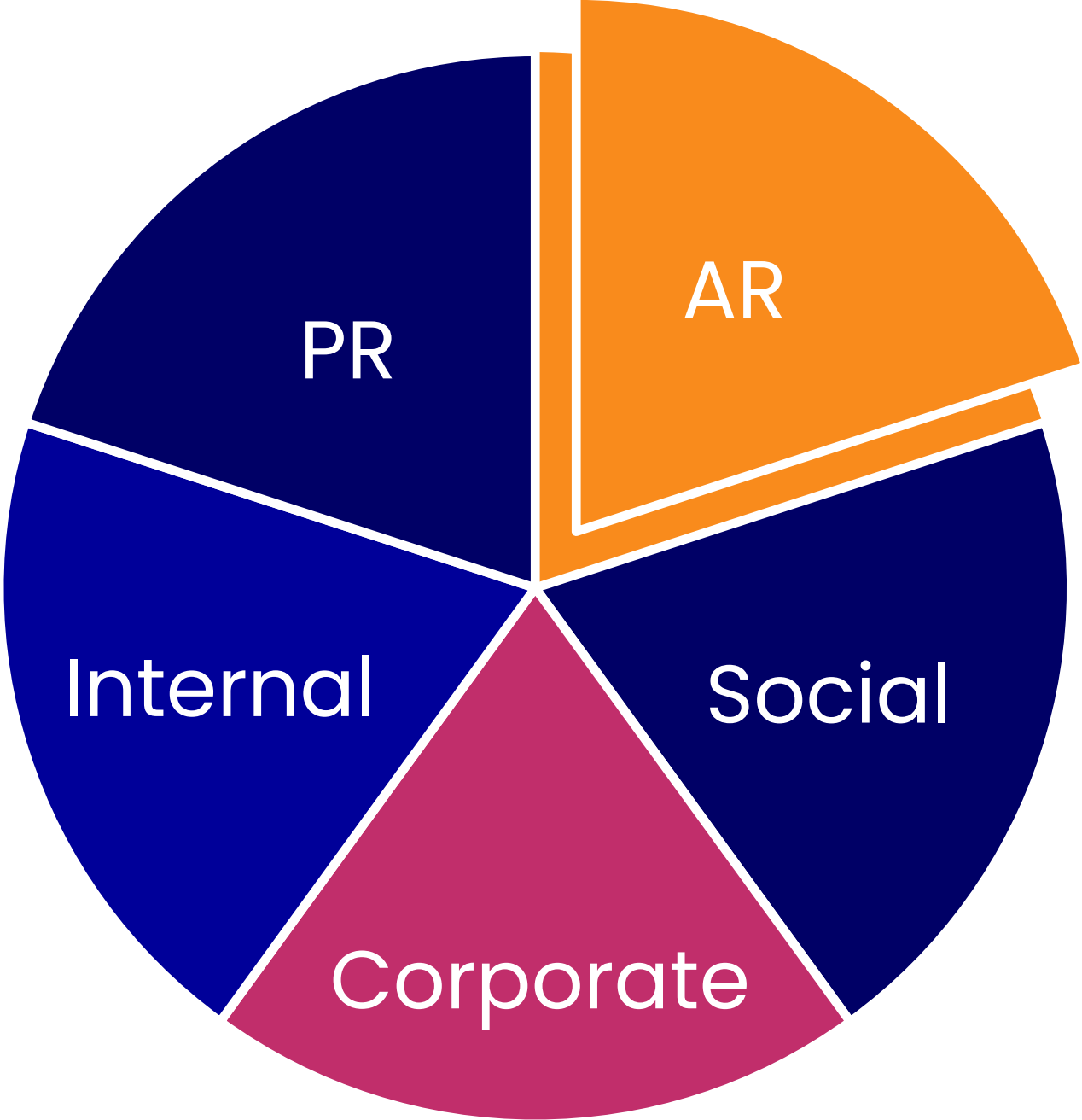


What the market needs now

Why experience matters

What we deliver

AR Team & Mission



Team of 1.2

- ▶ Promote Compucom’s strategy to build support with top influencers who impact purchasing decisions and awareness in our chosen markets
- ▶ Demonstrate commitment to Compucom’s strategy and customers
- ▶ Build awareness, understanding, trust and advocacy with strategic analyst partners

The Challenge



- ▶ Limited AR resources
- ▶ Broad base of analysts and advisors for outreach
- ▶ Recharge Compucom brand and analyst relationships

Extra, Expert Hands: ServicePlus

People

Augment our team and help with operational AR activities

Process

Best practices, reporting, better execution

Technology

ARchitect: Analyst discovery, tracking analyst perception, Share of Voice, more

Flexibility

Flexibility to support our specific needs

ServicePlus program managed our Analyst Day and helped us execute a great event!

Analyst Day with ServicePlus



A Big Project

- In-person Analyst Day on Oct. 12
- First one since pandemic

Condensed Timeline

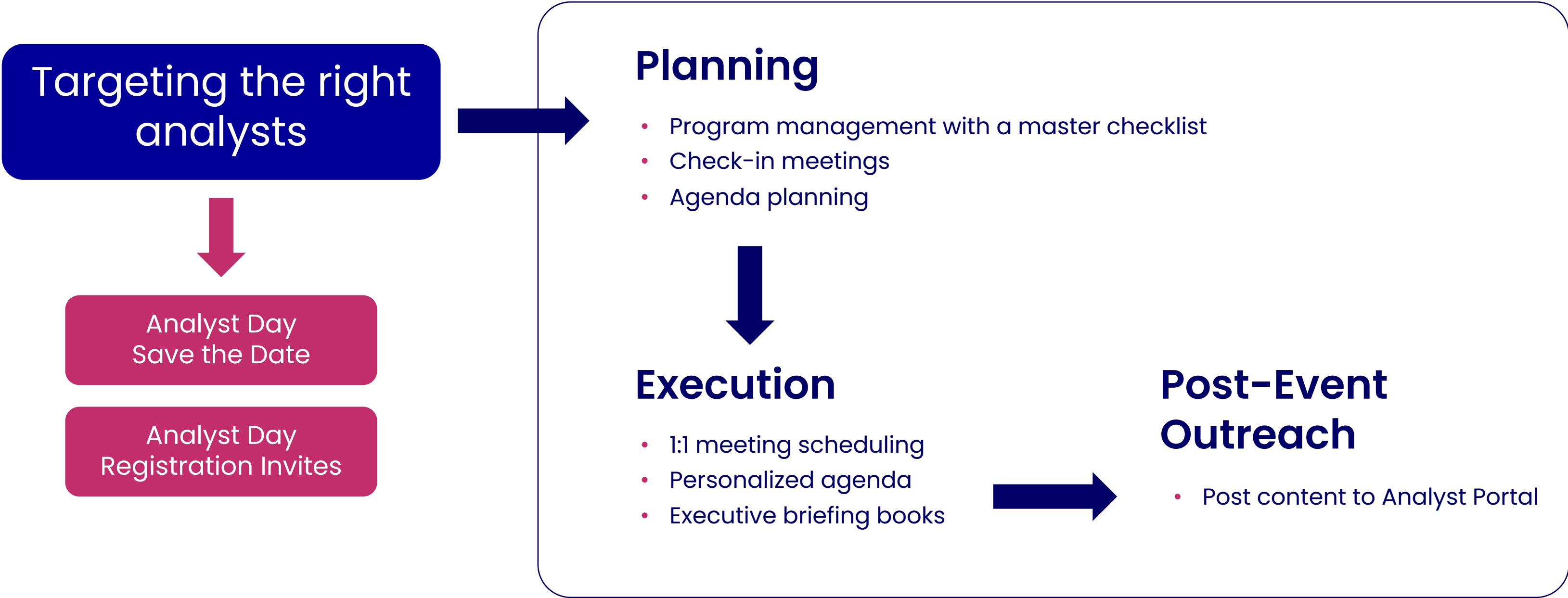
- 2 months to execute
- Stayed on track with a master checklist and check-in meetings

Measurement and Analysis

- Survey
- Follow up

Analyst Day Process

Working together to create a successful event



Compucom Analyst Portal

Post-event outreach to a broader audience

compucom. ARInsights ARchitect - Help Log out
AnalystPortal

HOME CONTENT CONTACT AR

Portal Home > Content Catalog > CEO Presentation: Work Redefined

Work: Redefined
Transforming the Digital Workplace Experience for the Hybrid Work Environment

CATEGORIES:
Advisor & Analyst Day 2022

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RELATED CONTENT:
Key Findings: Workplace & Technology
Reimagining Compucom's role in the market

CEO Presentation: Work Redefined
Download CEO Mick Slattery's presentation from Compucom's Advisor & Analyst Day, October 2022

CEO Intro: Work Redefined (PDF) [Download](#)

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ADVISOR DAY 2022

FEATURED CONTENT

- CEO Presentation: Work Redefined**
Transforming the Digital Workplace Experience for the Hybrid Work Environment
- Key Findings: Workplace & Technology**
Today's workforce and the critical role IT plays in satisfaction and productivity
- Reimagining Compucom's role in the market**
Supporting Distributed Technology & Distributed Users: A leading end-to-end managed services provider

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Amplifying Our Reach

Social Amplification

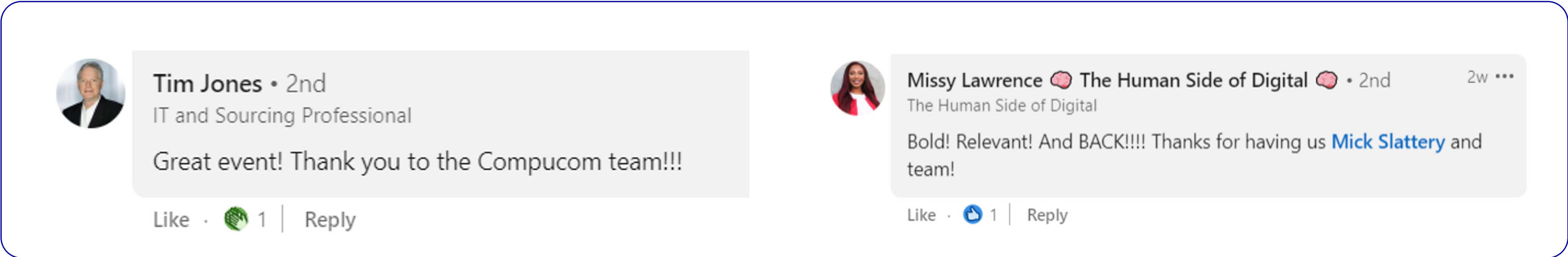
- **20k+** impressions
- **6,200** views of our post-event video
- Positive reactions, comments, and social advocacy from top advisors



Dominique Raviart
@DominiqueR_NH

When a firm likes so much our comments that it puts them on its walls! Visitors can now [@johnl_nh](#)'s comments in [@Compucom](#)'s offices! Well done John!
[@NHInsight](#) [#digital](#) [#ITservices](#)

Compucom has pivoted to remote-right.



Tim Jones • 2nd
IT and Sourcing Professional

Great event! Thank you to the Compucom team!!!

Like · 🌐 1 | Reply

Missy Lawrence 🧠 The Human Side of Digital 🧠 • 2nd 2w ...
The Human Side of Digital

Bold! Relevant! And BACK!!!! Thanks for having us [Mick Slattery](#) and team!

Like · 🌐 1 | Reply

From Awareness to Advocacy



“What Compucom does is absolutely relevant and game-changing in today’s environment, especially when it comes to enhancing the overall CX!”

– Shijin Gopinath, ISG



Q & A