



smartsheet

# ENGAGE 2019

# Better Together: The Smartsheet + 10,000ft Story

**Robin Sherwood**  
Senior Director of Product Management

**Olen Ronning**  
Principal Product Manager

**Natalie Rohde**  
Senior Product Marketing Manager



Certain information set forth in this presentation may be “forward-looking information.” Except for statements of historical fact, information contained herein may constitute forward-looking statements. Forward-looking statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, many of which are and will be described in Smartsheet’s filings with the US Securities and Exchange Commission, and these risks and uncertainties may cause actual performance and financial results in future periods to differ materially from any projections of future performance or results expressed or implied by such forward-looking statements. Although forward-looking statements contained herein are based upon what Smartsheet management believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Smartsheet undertakes no obligation to update forward-looking statements except as required by law.

Smartsheet is a registered trademark of Smartsheet Inc. The names and logos of actual companies and products used in this presentation are the trademarks of their respective owners and no endorsement or affiliation is implied by their use.

**We've heard people want resource management like 10,000ft**

**Do we build or do we buy?**



**10,000ft**

# In this session

The 10,000ft approach

---

Olen Ronning

Product demo

---

Olen Ronning

Customer interviews

---

Natalie Rohde

Integration: first look

---

Olen Ronning

Q+A

---

Robin Sherwood

**So what is 10,000ft?**

What is your organization's  
most *valuable* resource?



Your people.

A group of diverse people, including a blonde woman with glasses, a woman with curly hair, and a man with glasses, are sitting around a table in a meeting room. They are engaged in a discussion, with some looking at laptops. The room has large windows with white curtains. The text is overlaid on the image in a large, white, sans-serif font.

When people are organized together with purpose and clarity, they can accomplish great things.

# Who's working on what?



**Bethany Stevens**  
Creative, Director

50%

**Budapest Web Development** Requirements Gathering - Fulcrum 50% for 20 work days

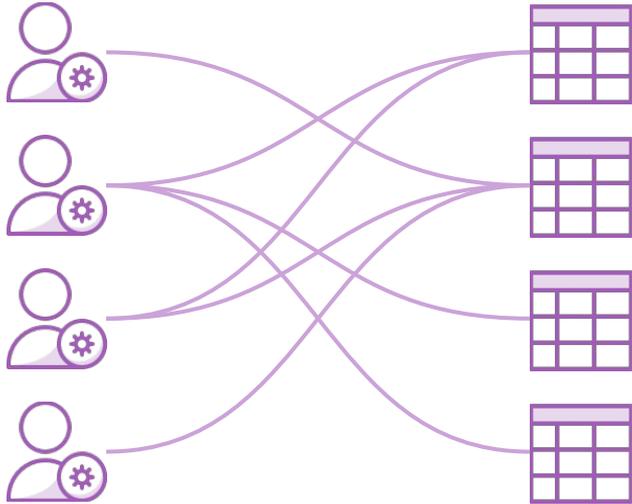
**RAL3.15 - Geneva: P...** 50%

**Lifestyle Marketing Site** Strategy - YellowBank 50% for 10 work days

**Vacation** 8h/day for 5 work days

**PARA - Internal Operations**

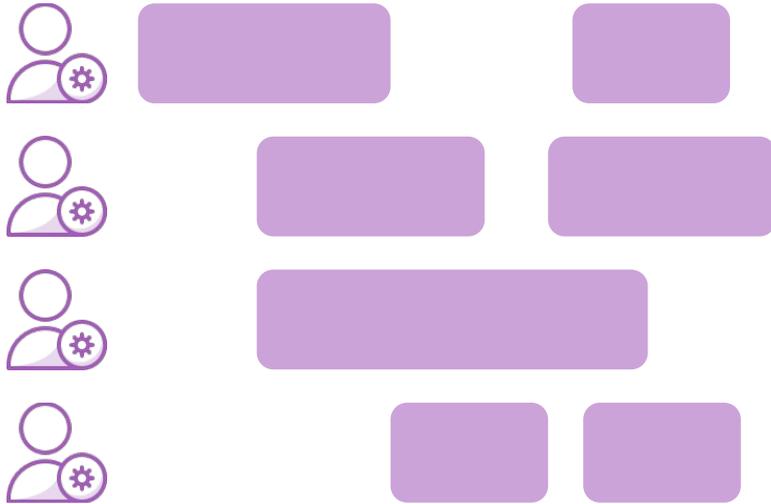
# What should they be working on?



## Cast people for the “right fit”

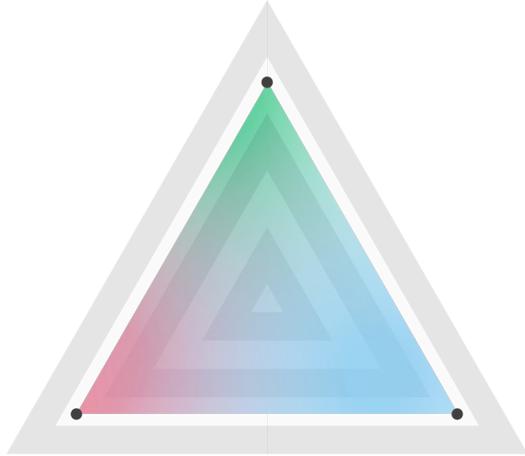
- Match project needs
- Core skills
- Relevant experience
- Team dynamics

# *When should they be working?*



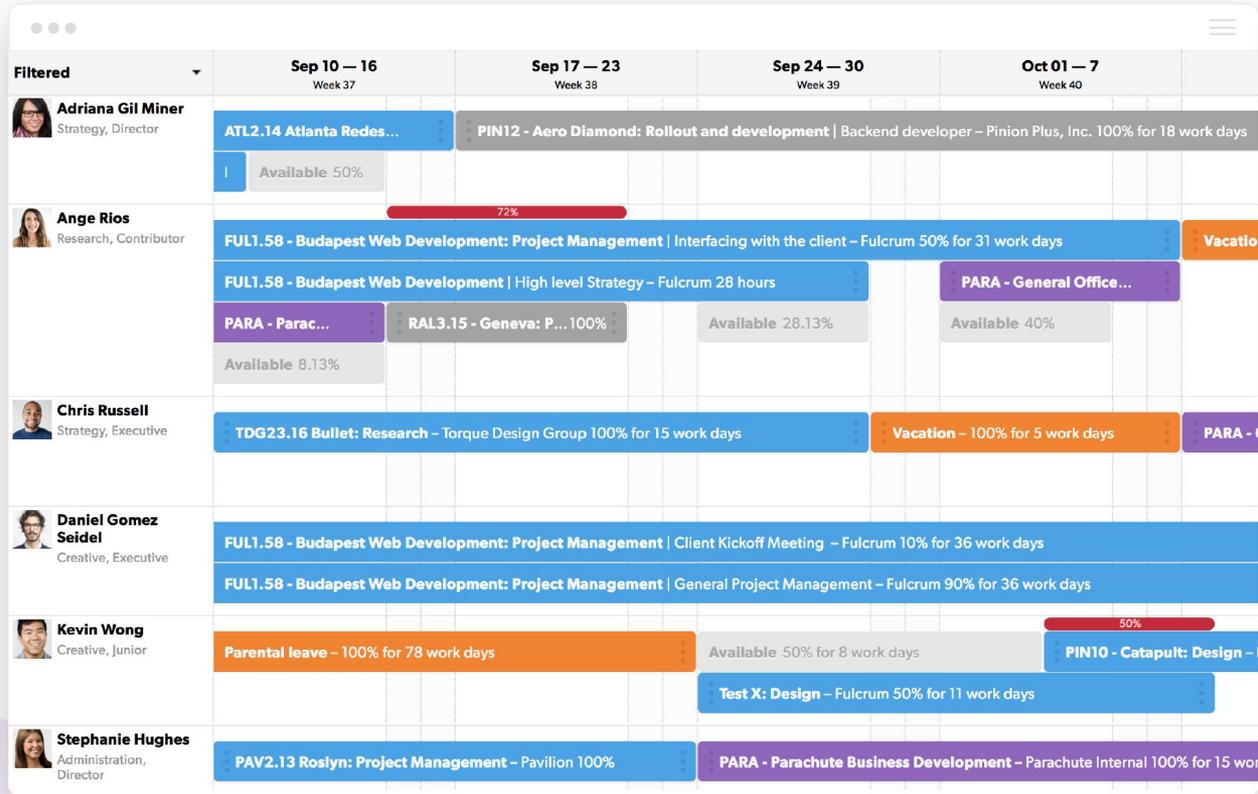
- Understand context
- Balance workload
- Enable focus

# How can they be most effective?



- Align goals
- Communicate outcomes
- Make constraints clear

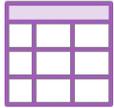
# 10,000ft demo



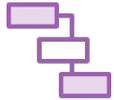
# 10,000ft capabilities



Resource management



Project planning + budgeting



Project portfolio management



Time tracking



Analytics + reporting

“Having a clear view of who's working on what, who's overbooked, or who still has capacity is vital. With 10,000ft, you immediately have a clear view of which projects are on track and which projects aren't, with project and portfolio levels.”

– *Koen Jacobs, Performance Delivery Manager  
BNP Paribas Fortis, Global Financial Services Company*

A group of skydivers in a circular formation against a blue background. The skydivers are wearing helmets and harnesses, and are holding hands, forming a circle. The background is a dark blue gradient. The skydivers are positioned in the upper right quadrant of the image, with their bodies oriented towards the center of the circle. The overall scene is dynamic and captures a moment of teamwork and coordination.

For us, it's all about  
our customers.



**10,000ft +**



**smartsheet**

“THIS. IS. AMAZING. NEWS.”



smartsheet



Fwd: We're just going to nerd out here for a sec...



David Oliver <david@publicinc.com>  
to me

Wed, May 22, 3:06 PM ☆ ↶ ⋮

----- Forwarded message -----

From: **David Oliver**  
Date: Thu, May 2, 2019 at 10:27 AM  
Subject: We're just going to nerd out here for a sec...  
To: All Staff

Hi All,

I believe you all received this email this morning from 10,000ft. To most of you, I imagine this is very much "*ok, cool, good for them, moving on...*"- type news.

***But oh are you ever wrong...***

There is a plethora of products & apps in the Collaborative Work Management space. Most of them are decent for offering solutions for some things, but terrible at others. Like a terrifying game of technological whac-a-mole, finding the perfect platform(s) for a team & business is no small task. After endless research, pilot tests and demos, we've landed on two separate tools: 10,000ft for our resource management needs, and SmartSheet our more in-depth project management & planning needs. While both are fantastic, we chose these two independent platforms for their strengths, usability, and more importantly, how they align to the type of work we do here. These two platforms serve their own purpose, and operate independently. Our moonshot dream, in an ideal world, would be to have a unified tool that would truly bring these two platforms together.

So, if you'll permit us, we're just gonna nerd out over here while we read that **Smartsheet just f#@king acquired 10,000ft** and that the two platforms will soon/hopefully integrate.



**David Oliver**

*Director of Project Operations*

**Public**

EVERYONE  
PROFIT BY  
DOING GOOD

“A whole host of reasons might contribute to overages, and 10,000ft helps us have important conversations so we can take what we learned to the next project.”



**Corrina Wertzberger**

*Associate Project Management Director*



**HABERMAN**



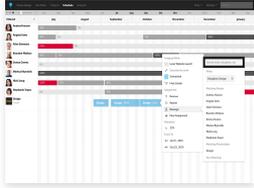
**10,000ft** by  **smartsheet**

# How will 10,000ft integrate with Smartsheet?



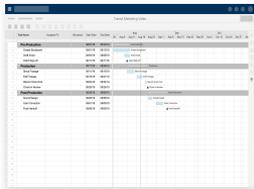
**10,000ft**

“Top-down” portfolio-level resourcing plans



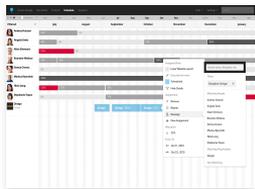
**10,000ft**

“Top-down” portfolio-level resourcing plans



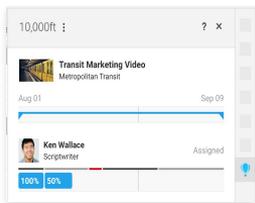
**Smartsheet**

“Bottom-up” detailed project management



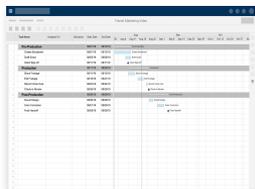
**10,000ft**

“Top-down” portfolio-level resourcing plans



**Integration**

Compare, contrast, and align



**Smartsheet**

“Bottom-up” detailed project management

# Integration demo

smartsheet

Transit Marketing Video

Task Name	Assigned To	Allocation	Start Date	End Date
<b>Pre-Production</b>			08/01/19	08/12/19
Create Storyboard	Ken Wallace	100%	08/01/19	08/12/19
Draft Script	Ken Wallace	50%	08/05/19	08/08/19
Client Sign-off			08/11/19	08/11/19
<b>Production</b>			08/11/19	08/26/19
Shoot Footage	Layla Cormier	100%	08/11/19	08/15/19
Edit Footage	Layla Cormier	100%	08/18/19	08/21/19
Record Voice Over	Olivia Shultz	50%	08/24/19	08/24/19
Check-in Review			08/26/19	08/26/19
<b>Post-Production</b>			08/26/19	09/09/19
Sound Design	Olivia Shultz	75%	08/28/19	08/28/19
Color Correction	Zachary Boyer	50%	09/01/19	09/05/19
Final Handoff			09/09/19	09/09/19

**Transit Marketing Video**  
Metropolitan Transit

Aug 01 - Sep 09

**Ken Wallace**  
Scriptwriter  
Approved  
100% 50%

**Layla Cormier**  
Videographer  
Approved  
100%

**Olivia Shultz**  
Audio Engineer  
Approved  
50% 75%

**Zachary Boyer**  
Colorist  
Approved  
50%

# Integration Benefits

- Roll up project task workload to determine staffing needs
- Assign the best team for every project
- Understand the project team's overall capacity
- Balance bottom-up task execution with top-down resourcing

# How to get involved



# How to get involved

## 10,000ft booth

- Learn more about 10,000ft
- Sign up for a trial
- Get on the list for integration beta

## Design Lab in the Innovation Center

- Try out the integration panel and share feedback

Q+A



# ENGAGE 2019