



Give The People What They Want

The Future of Enterprise Software

John McGeachie
VP Group Accounts, Evernote

The Paradigm Shift

- Employee owned technology is an inevitable part of the IT landscape
- Before – Limited choices
- Now – Choices abound
 - Platforms
 - Tools
 - Communication channels
- Single vs. multiple devices

Who Does This Affect?

Knowledge workers...

...and the people that support them!

It's About Productivity...

- Many optimizations have been tackled
 - Processes
 - Work environment
 - Meeting planning
 - Project planning
 - Hiring processes, employee evaluation processes, compensation practices...
- These are all *outside-in* optimizations
- Choices lead to *inside-out* optimizations!

Scarcity

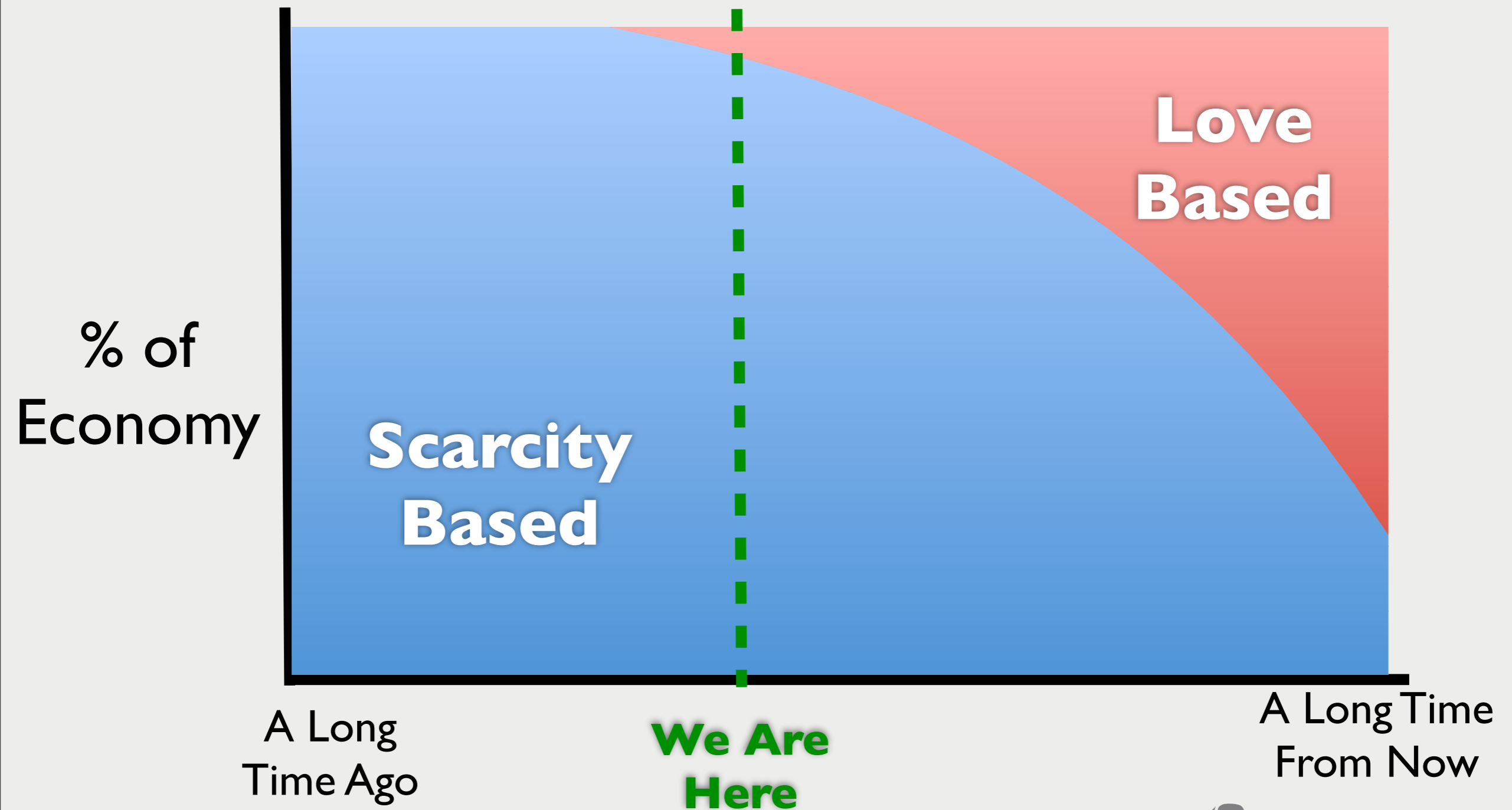


Love

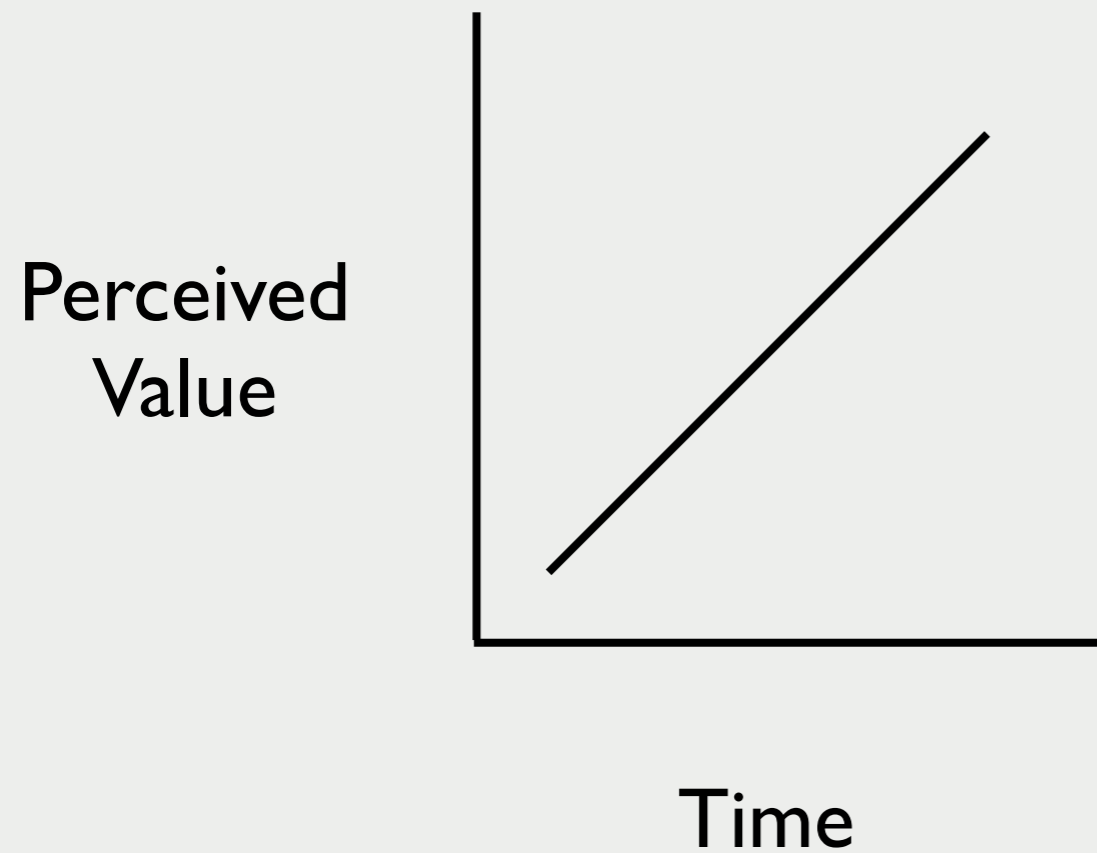
Often Both



In Perspective



The Freemium Business



Evernote Growth

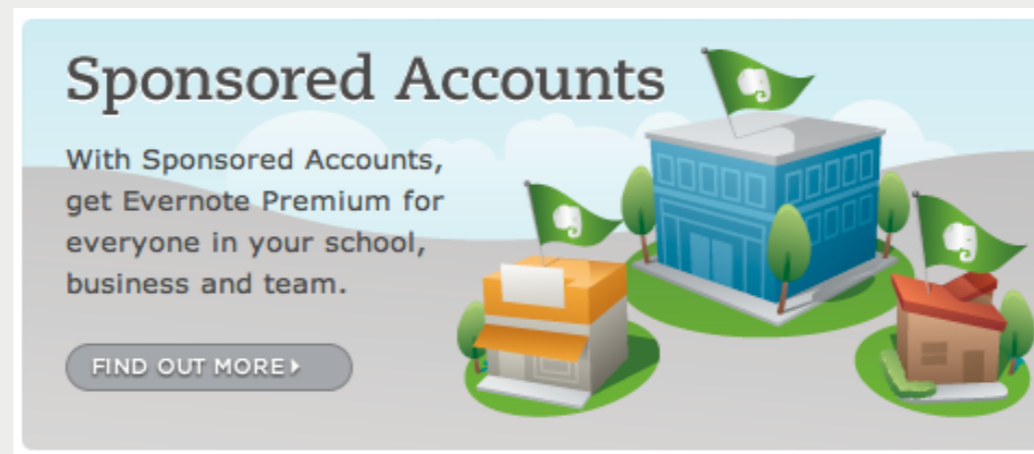
- From roughly 6 months ago:
 - Registered Users: 4.2M to 8.1M, a 93% increase
 - 30-Day Active Users: 1.3M to 3M, a 132% increase
 - Total Premium Users: 97k to 305k, a 213% increase

People pay for things they love!



Evernote Sponsored Accounts

- Over 80% of our Evernote users use us at home & work



- As of the end of March, 281 Sponsored Groups with 1231 Evernote accounts being sponsored



Thanks!

John McGeachie
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