



INVISION ENTERPRISE

SELLING TO ENTERPRISE BOTTOMS UP

SALES STACKUP: OCTOBER 25, 2016



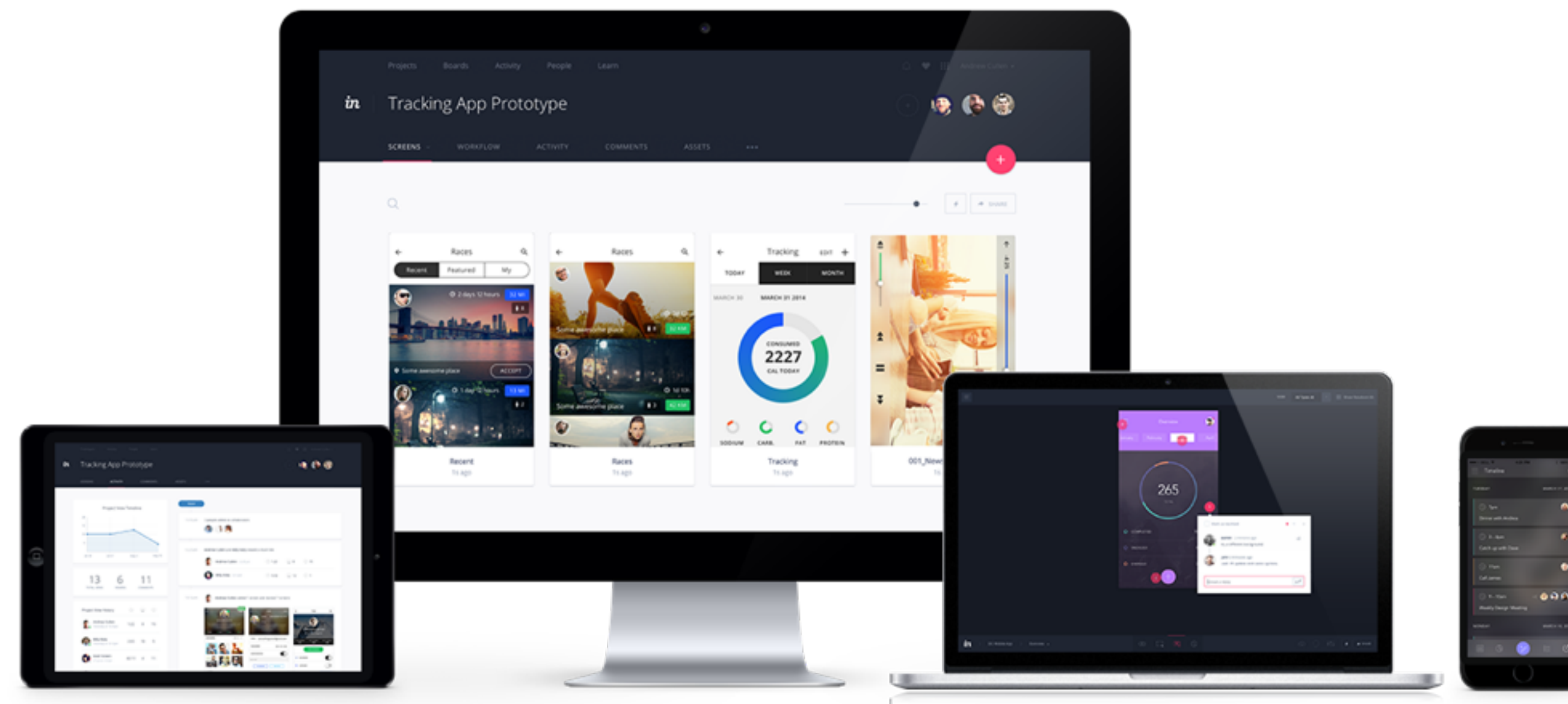
JEFF BAJAYO

[@JEFFBAJAYO](#) [@INVISIONAPP](#)

SALES DEVELOPMENT MANAGER

WHAT IS INVISION?

InVision is the leading design collaboration platform used by over 2 million people worldwide. We provide an end-to-end product design platform that allows anyone to take an idea from concept to code.



A FEW STATS...

135M
RAISED

~1,500
ENTERPRISE
CUSTOMERS

70%
OF FORTUNE 100
COMPANIES

95%
ENTERPRISE
RETENTION

2X
REVENUE
GROWTH YEAR
OVER YEAR

98%
CUSTOMER
SATISFACTION
RATING

242+
REMOTE TEAM
MEMBERS IN 19
COUNTRIES

A FEW AWARDS & RECOGNITIONS...

HubSpot

Named No. 1 on HubSpot's 2015 list for "Exceptional B2B Content Marketing".

Forbes


Forbes Next Billion Dollar Startups 2016

FAST COMPANY

Fast Company Innovation by Design 2016 Finalist for Apps - Craft by InVision LABS

A FEW COMPANIES THAT USE INVISION...





WHAT ARE SOME OF THESE
CUSTOMERS SAYING ABOUT
US?

"A BIG PART OF OUR DESIGN PROCESS IS ABOUT VALIDATION AND NAILING THE DETAILS, BUT SPEED TO MARKET IS ALSO KEY. PROTOTYPING WITH INVISION ALLOWS US TO ITERATE QUICKLY, ELEVATE QUALITY, AND SHIP FAST."

FRANK YOO

DIRECTOR OF PRODUCT DESIGN AT LYFT



“INVISION IS A WINDOW INTO
EVERYTHING THAT’S BEING DESIGNED
WITHIN TWITTER. IT LETS US
CONCENTRATE ON THE REAL WORK,
AND NOT THE PLUMBING.”

MIKE DAVIDSON
FORMER VP OF DESIGN AT TWITTER



"WE ARE DESIGNING FOR A GLOBAL USER BASE.
THESE PROTOTYPES ARE REALLY USEFUL WHEN WE
DON'T HAVE A LIVE PRODUCT BUILT BUT NEED TO GET
FEEDBACK... [WITH INVISION] WE CAN GET FEEDBACK
NOT JUST FROM DRIVERS WE SEE IN SAN FRANCISCO
BUT FROM ALL AROUND THE WORLD."

MOLLY NIX
SENIOR PRODUCT DESIGNER

UBER

"5 MINUTES TO GO FROM STALE, BORING,
STATIC MOCKS TO A WORKING INTERACTIVE
PROTOTYPE THAT LETS ME COMMUNICATE MY
VISION. INVISION IS AN ABSOLUTE NECESSITY IN
THE TOOLBOX OF TODAY'S INTERACTION
DESIGNERS."

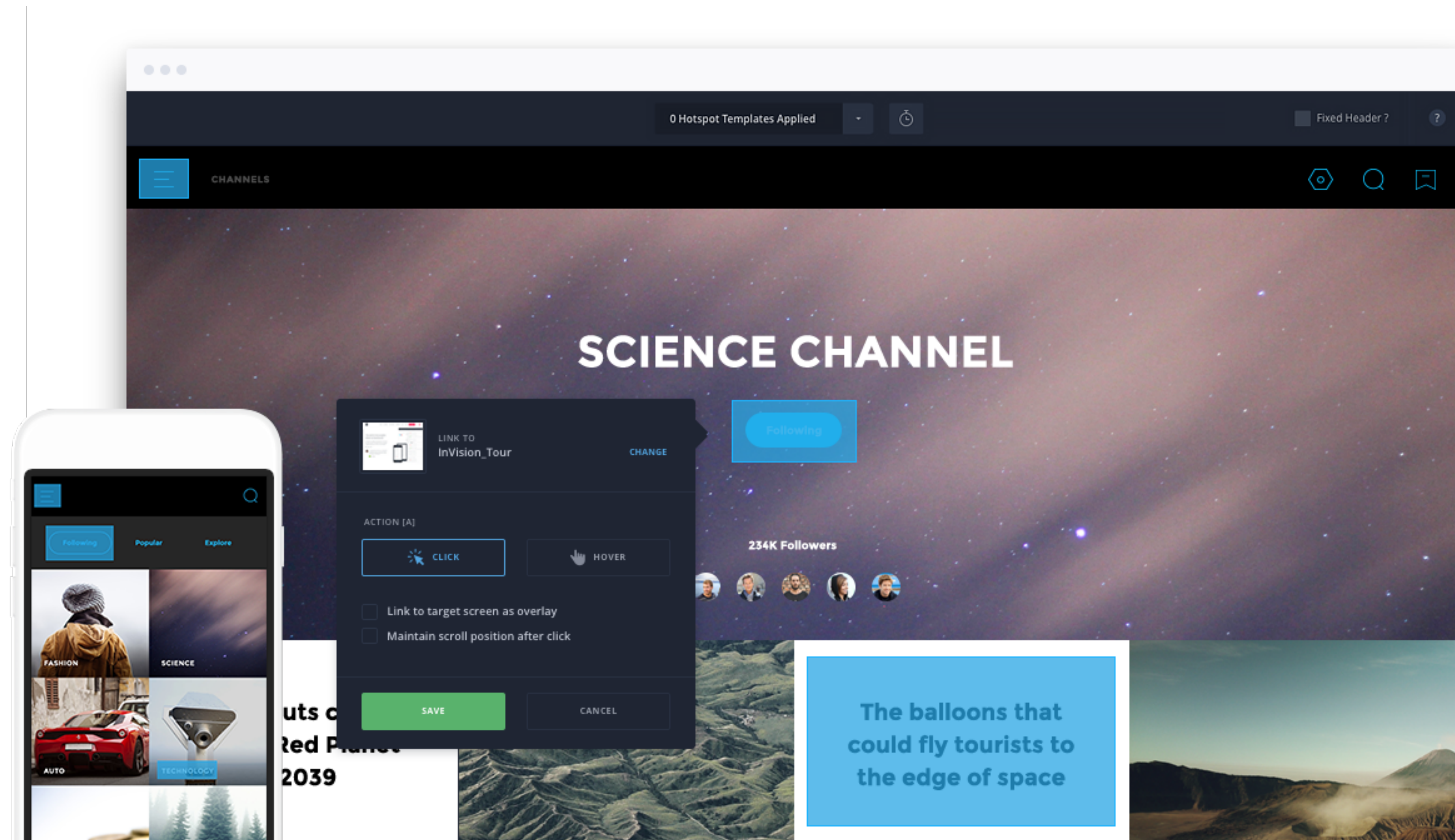
MOSES TING
DESIGN LEAD AT LINKEDIN





SO WHAT ARE WE ACTUALLY
SELLING TO OUR CUSTOMER?

TOOLS TO RAPIDLY BRING DESIGNS & IDEAS TO LIFE.



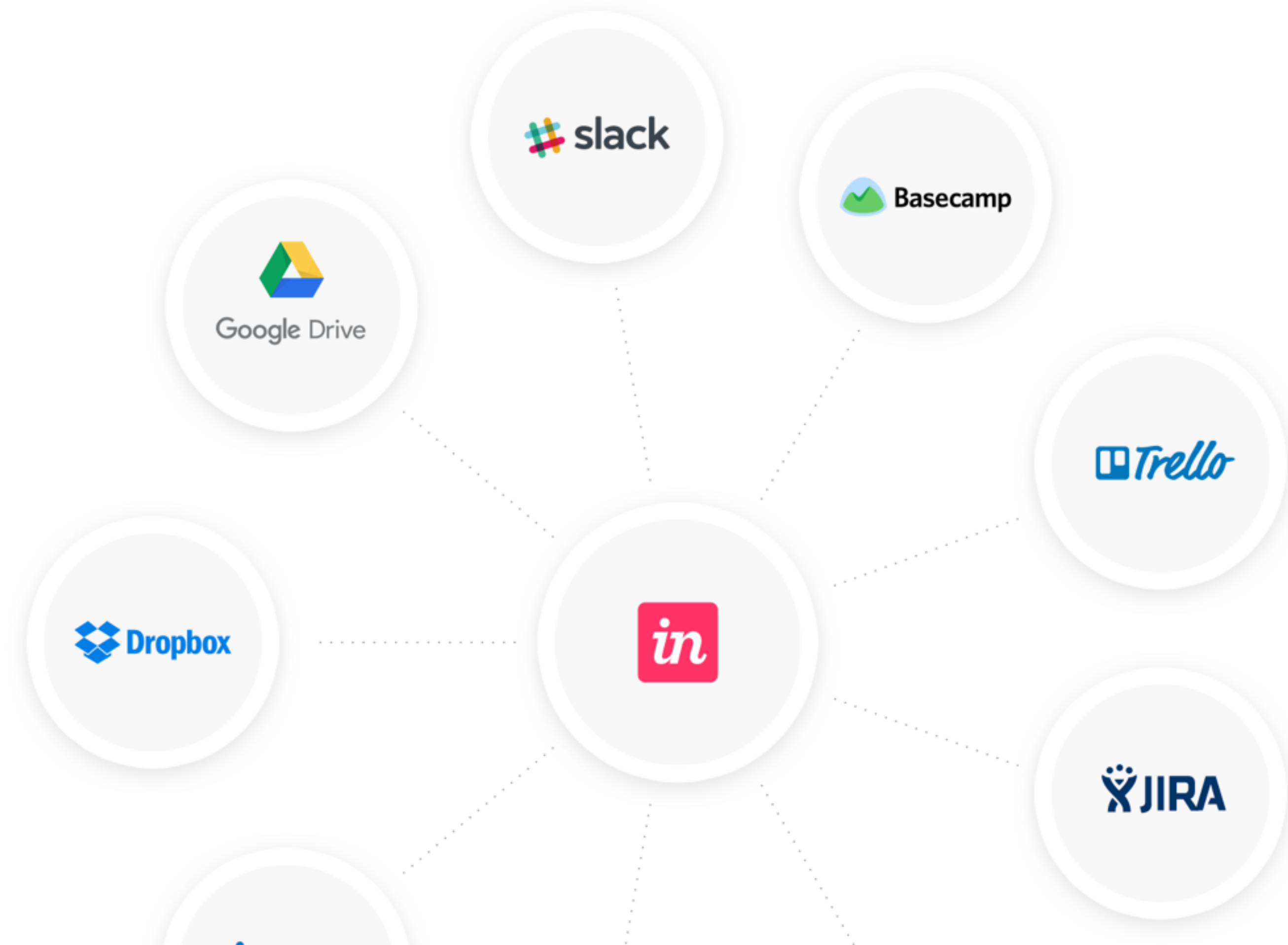
CROSS-TEAM & DEPARTMENT COLLABORATION.

The screenshot displays a web application interface with several key components:

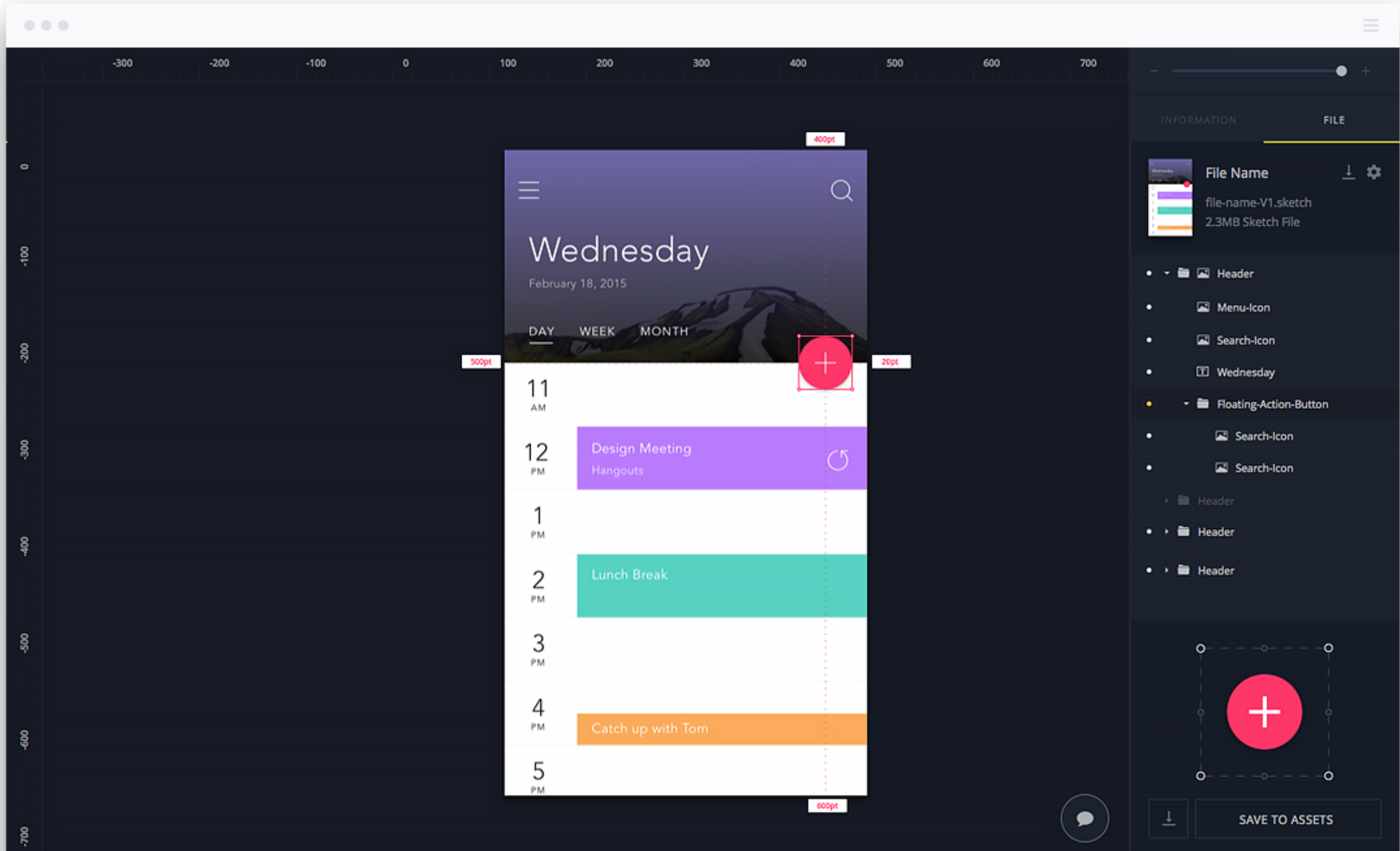
- Header:** A dark navigation bar with a "COMMENT MODE" indicator in a red pill and a "View: All Types (6)" dropdown.
- Left Column:** A large article titled "How wild animals live in the National forest" from SPACE.com, published 20m ago, categorized under ENVIRONMENT.
- Right Column:** A weather widget for New York showing "Mostly Cloudy" with a cloud icon and a red notification badge with the number "1". Below the weather are temperature forecasts for 6 AM (65°), 9 AM (86°), and 12 PM (88°).
- Bottom Section:** A stock market widget for NASDAQ: AAPL showing a price of 127.33. It includes a table of market data and a "1 YEAR" chart selector.
- Table Data:**

Low	126.88	Market cap	735.34B
High	127.61	Dividend yield	1.63%
Open	127.48	P/E ratio (ttm)	15.73
- Comment Overlay:** A white comment box is open over the weather widget, containing four comments from Stephen Olmstead, Arthur Jones, Emily Richard, and Andrew Cullen. A red notification badge with the number "3" is positioned above the comment box. The input field at the bottom of the comment box contains "@stephenolmstead @andrewc".

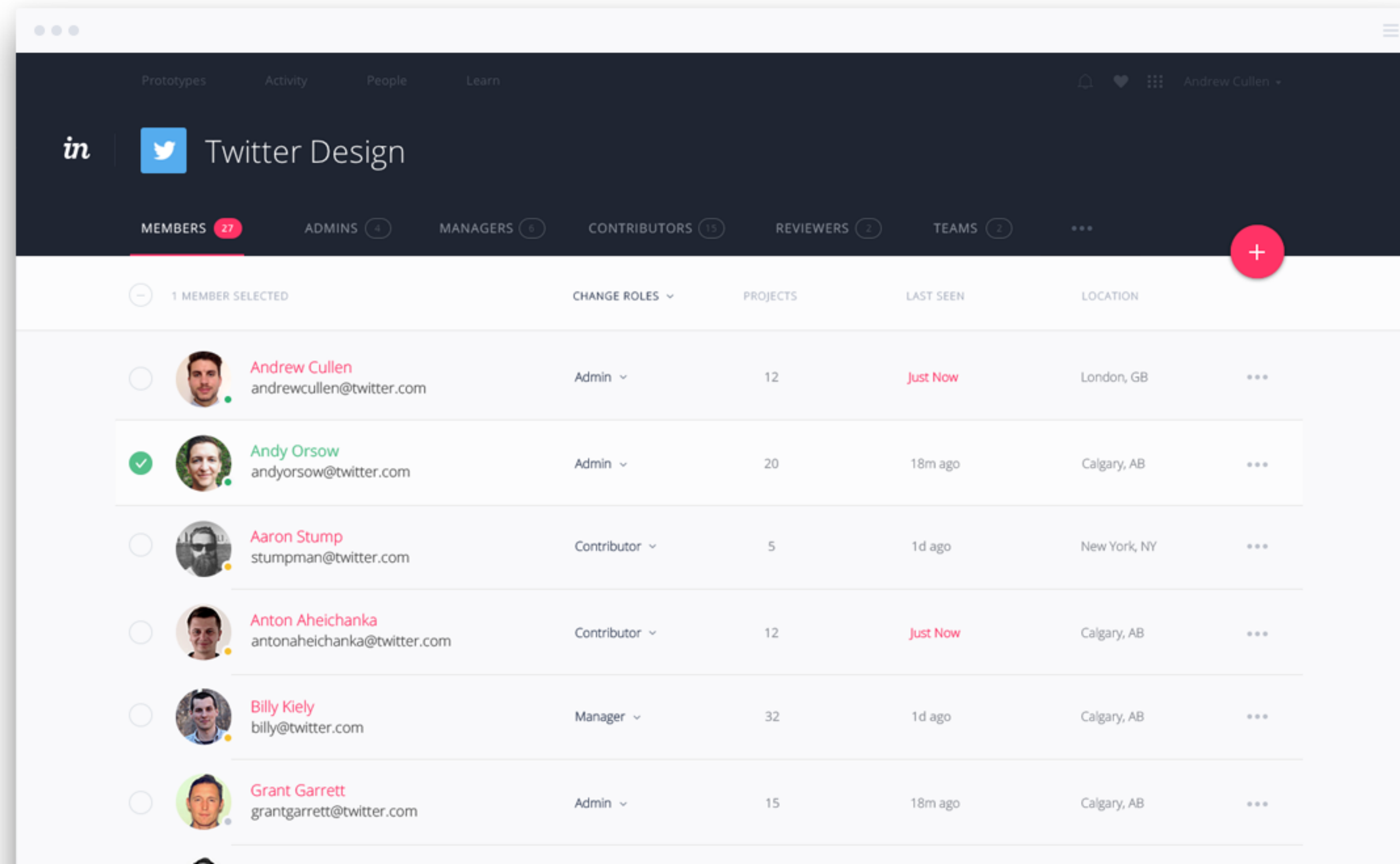
IMPROVED WORKFLOW.



AUTOMATION OF TIME CONSUMING TASKS.



ENHANCED CONTROL & SECURITY.



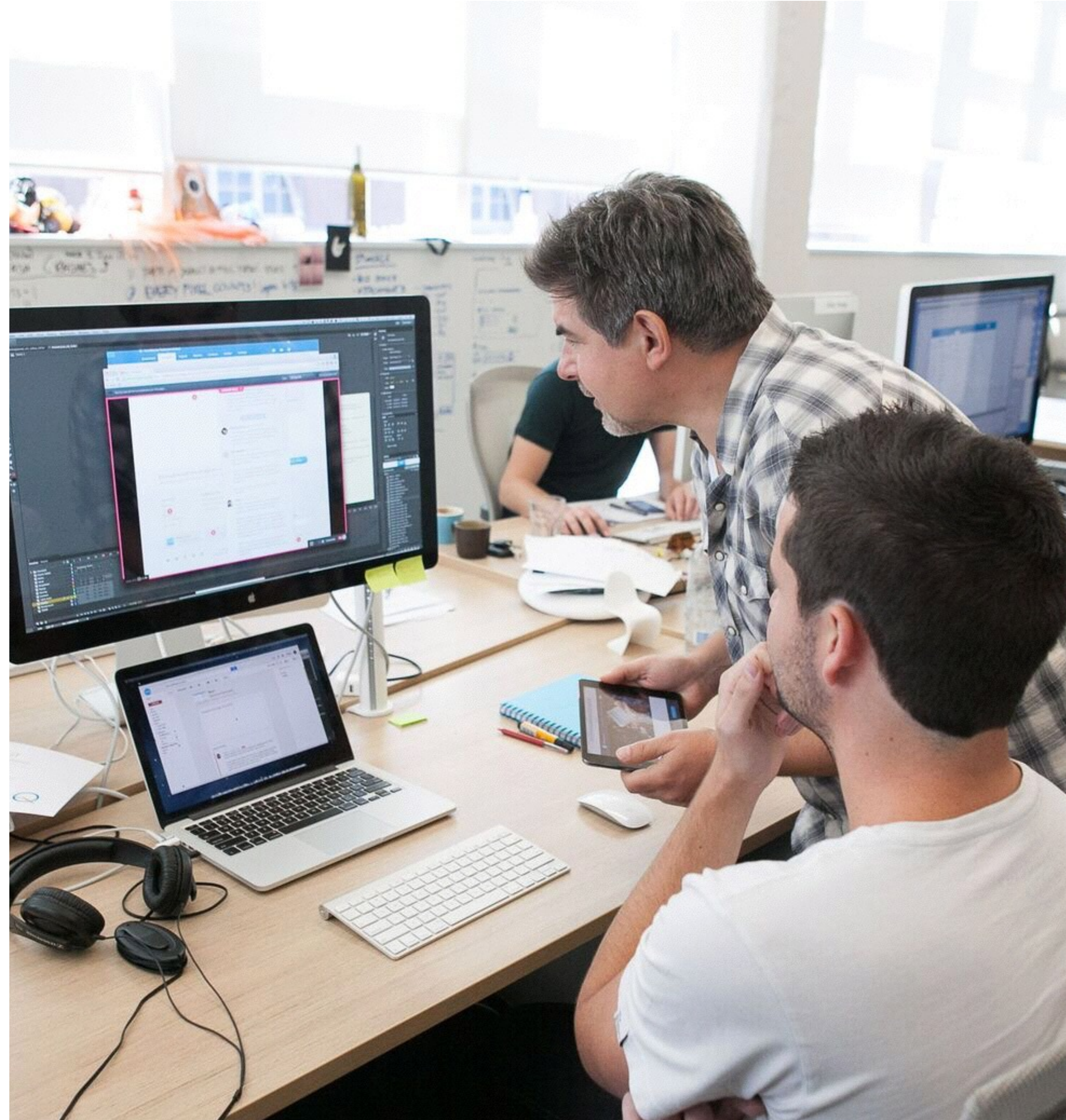
BY USING INVISION FOR
ENTERPRISE, CUSTOMERS
ARE BUILDING BETTER
PRODUCTS THAT LAUNCH 3X
FASTER.



SO HOW DO WE SELL THIS TO
OUR PROSPECTS?

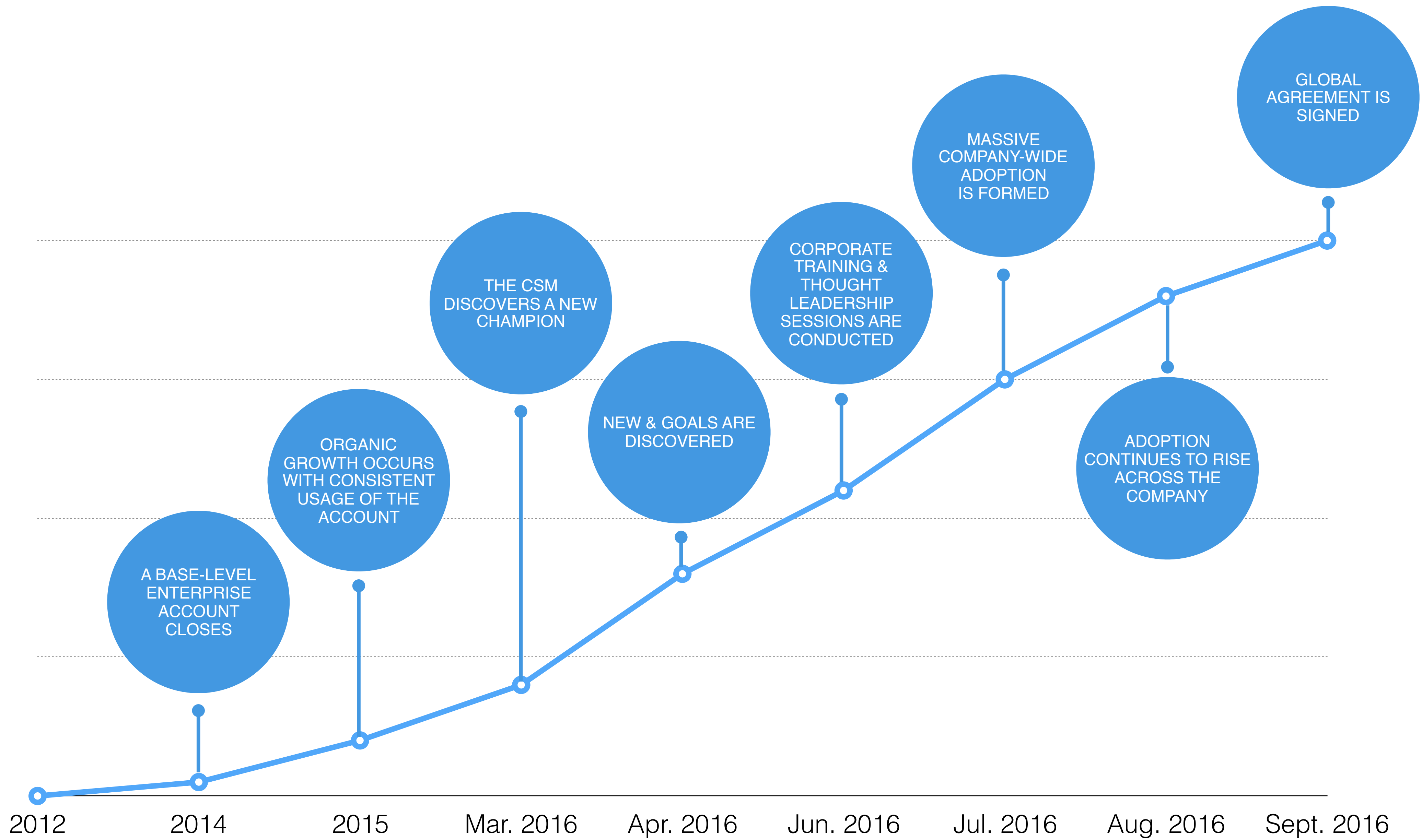
BOTTOMS UP

We work along-side our best users & champions in an organization to teach them how to get the most out of our product and in return the value and adoption bubbles to the top.





HERE'S AN EXAMPLE OF
THIS IN ACTION.



A dark, low-key photograph of a woman sitting at a desk with a laptop. She is looking towards the camera with a slight smile. The image is dimly lit, with the woman's face and the laptop screen being the primary light sources. The text is overlaid in the center in a bright white font.

HOW DO WE MAKE THIS
HAPPEN?

OUR SALES TEAM STRUCTURE...

OBR
TEAM

SDR
TEAM

SMB
SALES TEAM

ENT
SALES TEAM

OPS
TEAM

TRAINING
& ENABLMENT
TEAM

GROWTH
TEAM

CSM
TEAM

SOME OF OUR TOOLS...





WHAT TYPES OF RESULTS ARE WE
SEEING WITH THIS APPROACH?

SALES TEAM GROWTH



ENTERPRISE ACCOUNT GROWTH



3X GROWTH
YEAR OVER YEAR

QUESTIONS?



THANK YOU!