ARE YOU RUNNING YOUR BUSINESS
on gut instinct?

New Foundation for the Subscription Economy

Today YOU NEED MUCH MORE …

Accurately track and manage operational data

- Subscription billing
- Revenue recognition
- Revenue re-allocation
- Prepaid expense amortization

> *5Cs of cloud finance:*
> *CMRR, Churn, Cash, CAC, CLTV*

Yesterday IT WAS GOOD ENOUGH TO …

Automate finance processes

Report GAAP accounting

> *What any financial management system does*

The advertising stakes keep getting higher

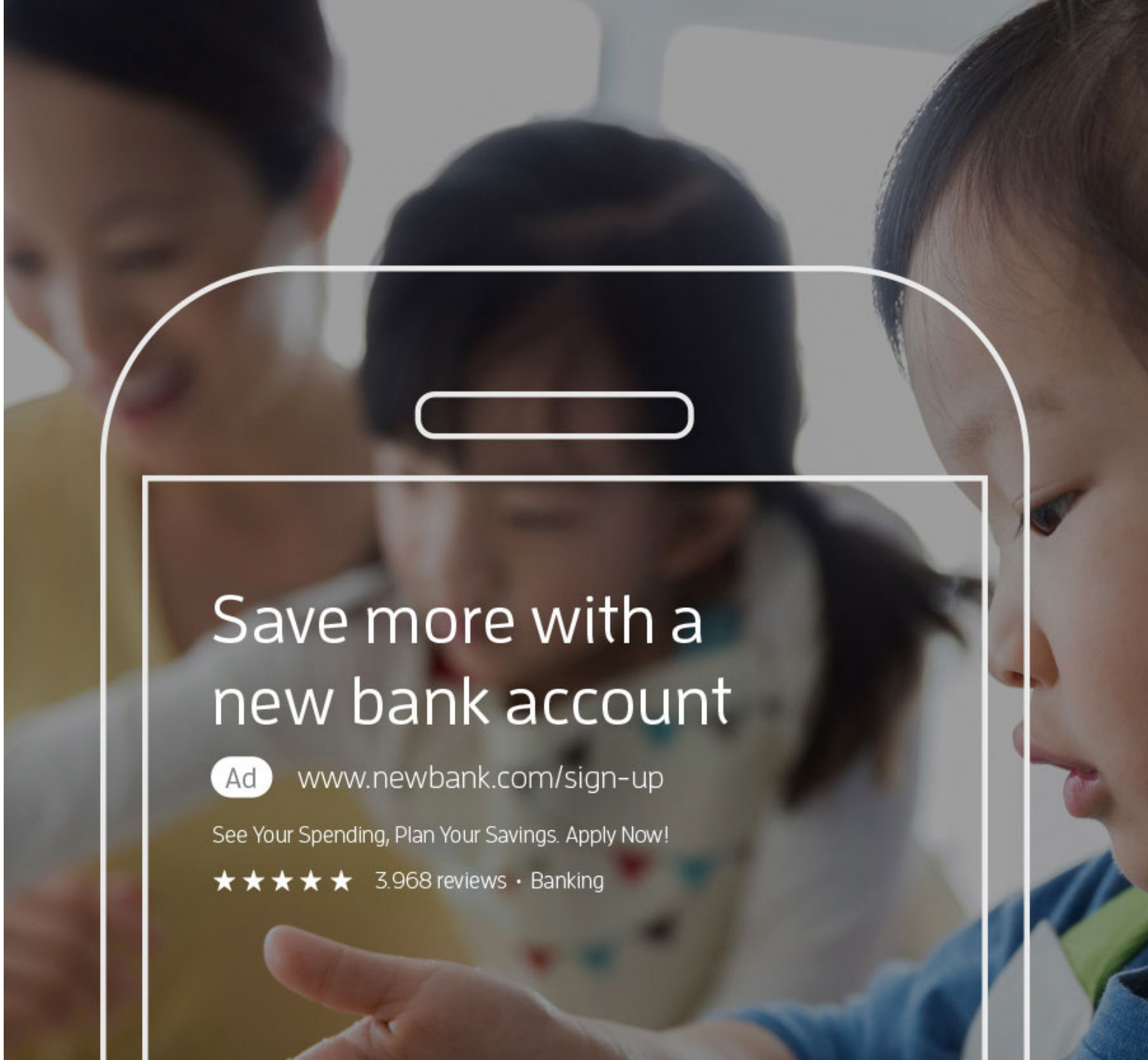
More competition

Publisher changes

Larger scale and budgets

Dedicated teams

Mission critical to any marketing strategy



Average Enterprise Has

100+

CRM Apps

It's so easy to buy applications

… but still so hard to integrate them

Your 20% ...

Talent Acquisition Is Now
A Key Strategic Lever

Rapid Disruption

Innovation Is King

Compete on Ideas & Execution

70%

CEOs Call TA Top 5 Priority*

Talent = How You Compete

Source: PWC

We Attract

The Best and The Brightest

MBA Program

6,700
Applicants

Most
Selective

Highest
Yield

35%+
International

4+ Years
Work Experience

55%
Fellowship Recipients

Optimizing Revenue Per Experience Maximizes Mobile Marketing Performance

RPX = Revenue Lift / Experience

CONTEXT DICTATES OPTIMAL PERFORMANCE

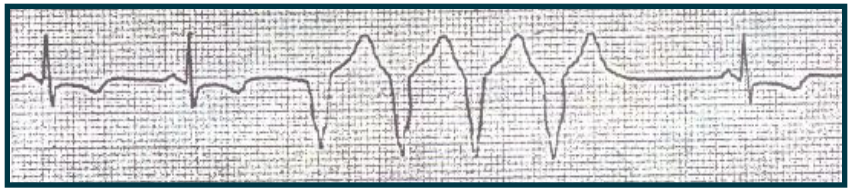
(Customer + Experience + Execution)

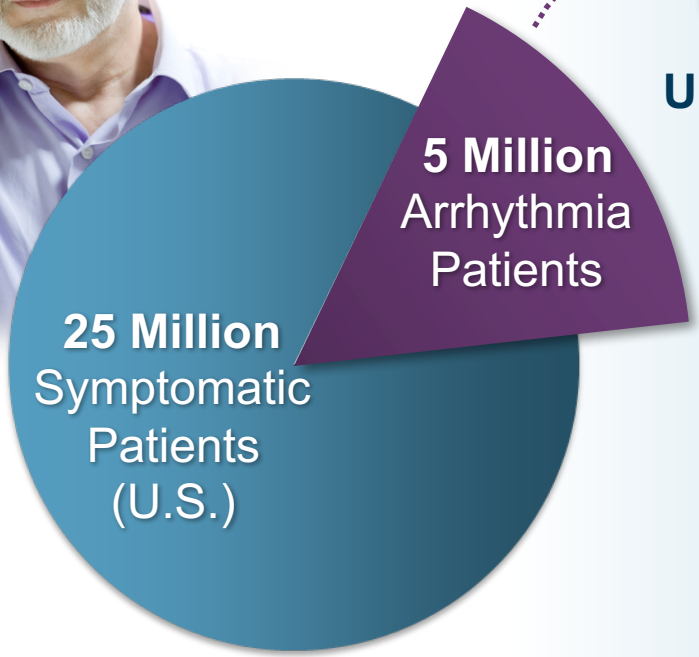
The End Result

- Core Measure Compliance
- Effective Transitions of Care
- Patient Satisfaction

- ALOS/Cost per Case
- Readmission Rates
- Coordination Challenges

Millions of Patients Have Symptoms Possibly Due to Arrhythmias, But Many Are Undiagnosed





Only **2.3 Million** Patients Are Diagnosed

Underlying Biology Makes Detection Difficult

- Episodic
- Brief in Duration
- Usually Infrequent
- Often Occur Without Warning
- Associated Symptoms Common to Many Conditions
- Sometimes Do Not Cause Symptoms