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It’s time for a new view – TeamViewer Remote

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<th>Introduction and Update on TeamViewer</th>
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Today’s Speakers

- Peter Turner
  CCO

- Dr. Hendrik Witt
  CPO

- Ursula Querette
  VP Capital Markets
Introduction and Update on TeamViewer

Peter Turner, CCO
Peter Turner
Chief Commercial Officer / Management Board member

Past experience
• Previously, 7 years at global cybersecurity software firm Avast
• 7 years at world leading data analytics firm Experian
• Various other marketing leadership roles in financial services, telecoms and retail spaces

Initial measures taken at TeamViewer
• Adding to the team with experienced people including Cisco, Oracle, Terradata
• Continuing to refresh and update TeamViewer’s global marketing capabilities, including
  o Digital acquisition
  o Brand & sports partnerships
  o Customer focus
  o Commercial projects

Personal motivation
“Bringing the TeamViewer potential to life across all our audiences, showcasing our capabilities and benefits and fueling our growth.”

• Joined TeamViewer in July 2022
• Responsible for driving SMB growth, marketing, partnership and customer retention activities

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The leader in remote access and support

- >2.5 billion installations
- Hundreds of millions of non-commercial users
- 631,000 customers (Q1 2023)
- >17 years of remote access and support history
- Loved by users & customers (e.g. rated 4.8 out of 5 on Trustpilot)
- Awarded for outstanding customer centricity
Creating a world that works better

Purpose
To create a smarter working world through leading edge remote connectivity

Vision
To be the global leader in remote connectivity, between systems, devices and employees, improving every workflow and process, creating a more efficient and sustainable world

Values
We are courageous
We are family
We make an impact
We are committed to quality
### Telling our story, consistently

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- **Update and implementation of TeamViewer’s purpose, vision and values**
- **Meaningful and consistently executed creative**
- **Building a content and editorial team to better inform the market about us, our solutions and our innovations**
- **Increase customer focus with extensive market research**
- **Focused approach to tap full potential in up-/cross-selling**
- **Building out customer journey to focus teams on building right acquisition journey incl. on-boarding, in-life, cross and up sell, renewal, and retention**

- **Leverage sports partnerships in client interactions**
- **Further leverage our partners’ social media power**
- **Build new use cases to bring to life our services**
- **Implementation of greater rigor in key commercial projects**
- **Further optimization of website to boost conversion and improve ecommerce performance**
- **Link marketing measures into campaigns to bring attention to efficiency, quality & sustainability**
Integrated communications are more powerful
Better understanding our customers

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Bhavitra needed to access files remotely when on site with clients. Given she works in finance, security was key. It was a big investment for her company and she wanted to be certain that she was making the right choice.

**TRIGGER**

Acquired new finance software for recording documentation when out on site with clients, but this software had teething problems. It was decided that the best way to troubleshoot would be to have a remote software solution.

**Exploration**

- Google search for remote access solutions for finance sector
- Looked at comparison sites to get an idea of main brands
- Talked to friends in other companies to see what options they use
- Conversations with provider sales teams to understand security credentials, pricing packages
- Used Trustpilot to understand how others rated the different options, specifically usability and support
- Created a task force of advisors to look into different options and agree key criteria
- Free demos from shortlisted providers to scrutinise usability and support
- Decision making took 3 months

**Purchase**

- I went on those websites [Trustpilot] I wanted to get an idea of what do they offer? What are the different tiers of products? Because when you’re trying something out as a new customer, I think there’s always that fear of what if we have to sign up, like contractually to this and it’s not for us.
Leveraging the power of our partnerships

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Activating the huge assets at our disposal to go beyond brand awareness
## Optimising performance for us and our customers

| NEXT | • Update and implementation of TeamViewer’s purpose, vision and values | NEXT | • Leverage sports partnerships in client interactions |
| NEXT | • Meaningful and consistently executed creative | NEXT | • Further leverage our partners’ social media power |
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Developing ways to show the impact of TeamViewer for our customers’ business

TeamViewer is built on the foundation of sustainability and was born out of a need to reduce the necessity of commuting – one of the largest sources of carbon emissions.

We embed the need for businesses to reduce CO2 emissions in our product and show how we enable our users to:

- Significantly reduce travel and thus avoid carbon emissions and costs
- Support a sustainable infrastructure by reducing emissions associated with maintenance and operation of buildings
- Hit their ESG and carbon reduction targets
Strong collaboration is key

Marketing & Sales

Product Development
Our product offering got complex over the years...
... now, we simplified and modernized our product suite

Remote Support Solutions
Remote access, control and management solutions for SMB IT departments

Enterprise Connectivity Solutions
Advanced remote support, control and management of enterprise IT, smart devices and industrial equipment

Frontline Productivity Solutions
Digital workflows, instructions and assistance for smart frontline operations

TeamViewer Remote
Remote Support
Remote Monitoring & Management
Endpoint Protection
Ticketing
Enterprise IT
Co-Browsing
Smart Devices
Industrial Equipment

TeamViewer Tensor
Digital Workflow
AR Assistance
AI / Image Recognition
Digital Twin

TeamViewer Frontline

Deep Dive: TeamViewer Remote

Dr. Hendrik Witt, CPO
Dr. Hendrik Witt  
Chief Product Officer

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<th>Past experience</th>
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<tr>
<td>• Previously 7 years CEO and Co-Founder at Ubimax (acquired by TeamViewer in 2020)</td>
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<td>• 4 years with Strategy and Management consultant Arthur D. Little</td>
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<td>• 4 years+ technology and innovation consulting for various industries incl. software, manufacturing and retail</td>
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<th>Key focus at TeamViewer</th>
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<tr>
<td>• Focus on TeamViewer’s product vision and setting up the required environment to execute</td>
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<td>• Building up product management and innovation excellence with an experienced team</td>
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<tr>
<td>• Product and Technology Evangelist, Speaker</td>
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<td>• Thought leader for Augmented Reality, Wearable Computing, and Applied Artificial Intelligence</td>
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<th>Personal motivation</th>
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<td>“Leverage TeamViewer’s potential to become a leading global software player augmenting humans across IT and OT business processes.”</td>
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TeamViewer REMOTE: The next generation of our core product

Modern user experience
New design language and clear customer focus in most important user journeys for ease-of-use

Improved security
Mandatory account creation for supporters, scam protection and enhanced authentication methods

Integration of TeamViewer products
Improved user experience due to one access point for multiple TeamViewer solutions & 3rd party integrations

Tech Stack / Architecture
New underlying technology platform as well as web-based technologies facilitating further innovations
Experience: The new user interface & web client

One of the main improvements is a new, more intuitive and modern user interface.

Modern look & feel
New and updated design language brings a fresh look and feel into our product and mirrors the quality of our service.

Web first
The new web client includes all features bridging the gap between desktop and browser.

Enhanced productivity
User journeys have been re-designed to be more accessible with only a few clicks.
Simplicity: Simplified connection process

Before, connections relied on the exchange of an ID and password. This has been reworked.

Convenience
Instead of an ID and a password, both parties need to enter a support session which is similar to joining an online meeting. The 1-click invitation link can be shared easily via various channels such as email or WhatsApp.

Security
Each session link can only be used once and automatically expires after usage.

Alternative
Users who prefer ID & password can still use this way of establishing a remote session. They are displayed in a separate menu.
Transparency: Insights on incoming connections

TeamViewer Remote provides more background information about the incoming connection.

Transparency
Users see where the inbound connection is coming from geographically, which email-domain is involved and whether a licensed or free TeamViewer version is used.

Trust
TeamViewer Remote enables users to identify legitimate remote support requests and prevent misuse of the platform.
Enhanced Security: Additional security layers

TeamViewer Remote introduces additional features to add further layers of security.

Mandatory account creation for supporters
TeamViewer Remote requires the creation of a user account for supporters to reinforce legitimate usage of our platform. Receiving support does not require an account.

Third party login & personal encryption key
When using an existing Microsoft or Google login for account creation, users will be asked to set an additional personal encryption key. This further protects TeamViewer login independent of Microsoft or Google credentials.

Guided onboarding
Users receive a guided onboarding that asks them to set up two-factor authentication to help prevent misconfiguration and increase security.
Better Integrations: RMM for business customers

Remote monitoring & management (RMM) capabilities are integrated into TeamViewer Remote.

Device monitoring
Provides early recognition of issues in the IT infrastructure & sends alerts when a device requires an expert’s attention.

Asset management
Gives an overview of all deployed hardware and software, pulls device information such as IP address and OS.

Software deployment
Experts can deploy software to multiple devices at a time. Installations are rolled out silently in the background with no disruption for end users.

Patch management
Detectors vulnerabilities due to outdated software and enables the expert to deploy missing patches manually or automatically.
There is always a connection to be made

We’re here to make your next connection a helpful one.

Sign in to TeamViewer  Join a session

Don’t have an account?  Create one here
Innovation Outlook

- Service-desk & application support functionalities
- Predefined support workflows for more efficiency
- Artificial Intelligence integration
Where are we heading ... beyond TeamViewer Remote

Dr. Hendrik Witt, CPO
General tech trends influence our future product developments

Relevant Tech Trends

- **IT Equipment is very robust** and more and more equipped with advanced SW-based self-healing capabilities

- **Move into complex Cloud infrastructure** reduces the need for powerful standard IT equipment

- **Computing is becoming ubiquitous** and embedded into more and more none-standard IT equipment

- **Systems and tools are becoming more complex** and smarter, but still require significant expert involvement

Change in Needs

- **Reduced need for standard IT equipment support**
- **Need for tools & solutions to handle complexity Increased**
Society trends give us clear guidance on future customer expectations

Relevant Society Trends

- **Humans competing with machines** on increasingly less complex tasks and processes in business and life
- **Growing skill gaps and an aging workforce** are causing increased pressure and need to capture tribal knowledge
- **Digital Natives** increasingly entering the workforce and bring notion of how software should look, feel, and work
- **Mobile is becoming the primary platform** for access to information, services, and the internet across the world
However, today Service & Support is still heavily based on Human Capacity

- **Automations**: very low - low
- **Static Knowledge Bases**: low - medium
- **Human-led Support**: high
Tomorrow, Service & Support will need to be heavily augmented by Artificial Intelligence

- **Automation & Scripting**
  - Free up valuable human capacity by offloading automatable tasks
  - High Volume

- **Instant Knowledge Access**
  - Augment individuals with dynamic workflows to achieve more
  - Medium Volume

- **Augmented Human Collaboration**
  - Augment distributed teams to solve issues better together
  - Low Volume
All our Products will start to build out Augmented Assistance Capabilities powered by AI

TeamViewer Platform
a consolidated and unified platform experience powered by web technology, available across browser, desktop, and mobile

Common Platform Services
- Connectivity Service
- Remote Control Service
- Workflow Engine
- Artificial Intelligence
- Augmented Reality
The launch of TeamViewer Remote was an important milestone on our way to better assist humans.
Question & Answer Session