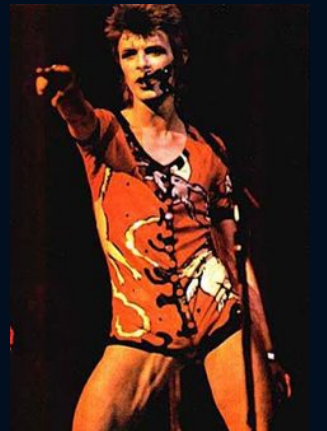




# EIDR ANNUAL MEETING

THOMAS STILLING  
JANUARY 21 2016

We Can Be Heroes...  
Just for one day



# ...We Hold These Truths to be Self Evident...

## EIDR Enables...

Automation

Reduction in Errors

Increased Efficiency

Decreased Costs

Multiple Language Capabilities

VAM

Tracking

Supply Chain Future Proofing

The Best of...1998

Y2K

Agreement

Alignment

Advocacy

Call to Action

# Agreement

Have we set Common Goals?

- Clear

- Defined Targets

- Metrics

Throwback Thursday

- Content Deactivation

- Refund Management

- Containing the Returns Menace

Agreement

Consequences

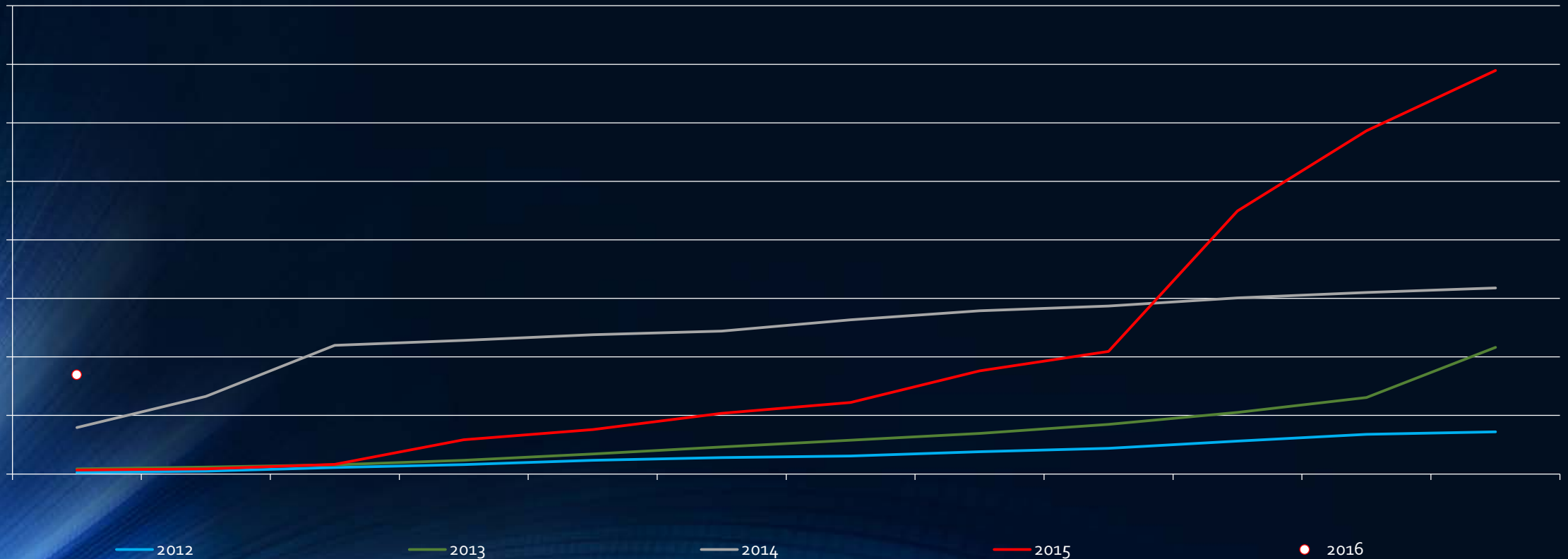
Costly – Yes!

Business Lifecycle Threatening?

Do we have a Clear Narrative?

# Agreement

Increased Volume, Shorter Time and Greater Complexity





# Alignment

## Data Challenge

Realizing the insights that accurate data offers

Realizing the Revenue Potential

Are we presenting Actionable Insights?



# Alignment

Know your key audience

Sales

Marketing

Finance

Audit

Consumer Driven

Data & Analytics

Business Insights

Revenue Recognition

Data & Analytics

Business Insights

# Advocate

The Issue with being a Superhero...

...We Hold These Truths to be Self Evident...

Do we approach the problem as the Smartest People in the Room?

# Advocate

Common Narrative

“Round Trip”

REVENUE

Do we present Motivating Metrics?

The background is a dark blue gradient. On the left side, there are several bright blue, curved light streaks that sweep upwards and outwards, creating a sense of motion and energy. The rest of the background is a solid, deep blue.

# Call to Action

Tomorrow belongs to  
those who can hear it  
coming

