

# Rallyware

Performance Enablement Platform



## Engagement through smart technology

Changes in human behaviors are making it hard for companies worldwide to manage onboarding, training, and continuously engage their workforce. Rallyware solves the problem of training and engaging the field for companies with distributed workforces with Rallyware's mobile and web technology.

The Rallyware core experience leverages a unique combination of the following key elements:


- Revolutionary engagement and learning programs
- Rich media tasks and user-generated content
- Game mechanics and continuous engagement
- Social communication and best practices
- Powerful metrics and analytics engine
- Enterprise-grade platform and integrations



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Learning
Onboarding
Daily activities
Communication
Productivity tools
Incentives
Operational processes
Business rules and triggers

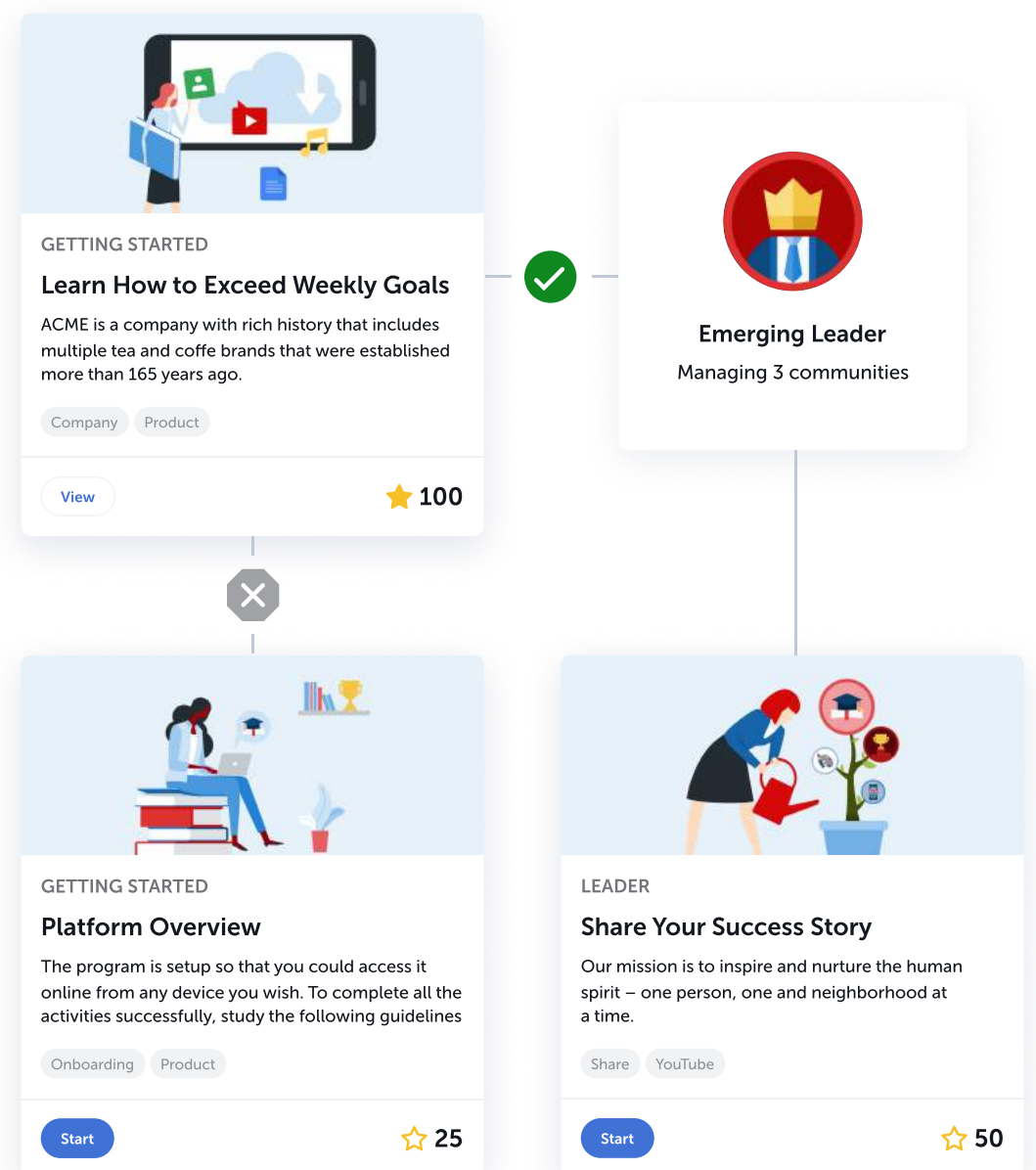
# Rallyware's platform is the central hub connecting the field with the company

Workforces can follow the path of success from any connected device starting from their very first minute with the company. The system can be accessed via any modern mobile, tablet, or desktop browser– all of which can be whitelabeled and themed to fit within the company's existing branding and application ecosystem.

User accounts, roles, program access, and the rest of their Rallyware experience follow well-defined provisioning scenarios, which are designed to follow user creation and updates both on-the-fly and based on a company-specific update schedule.

## Business rules engine

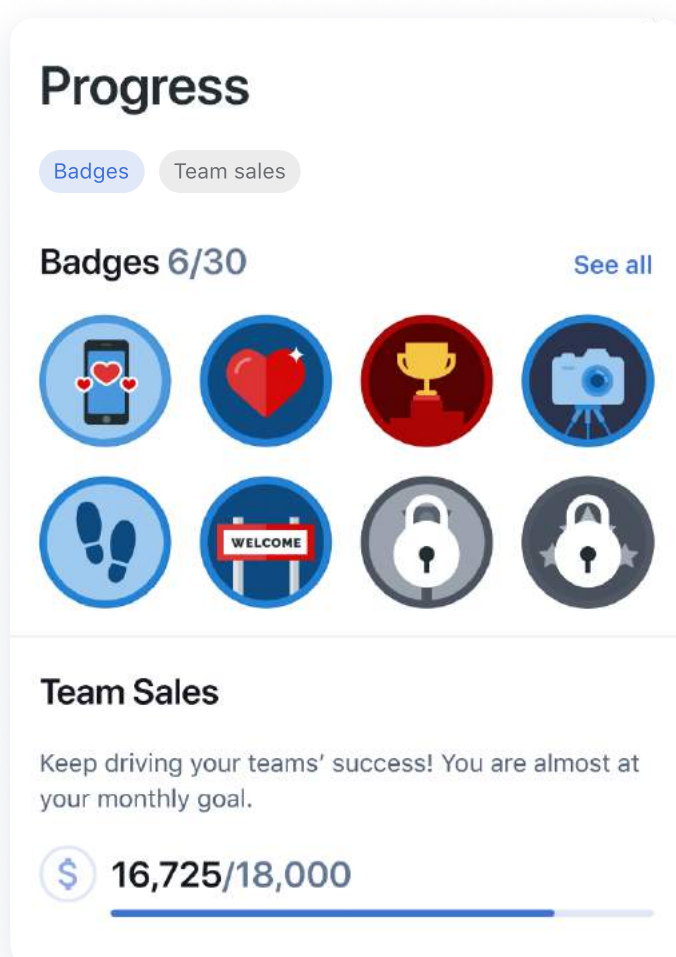
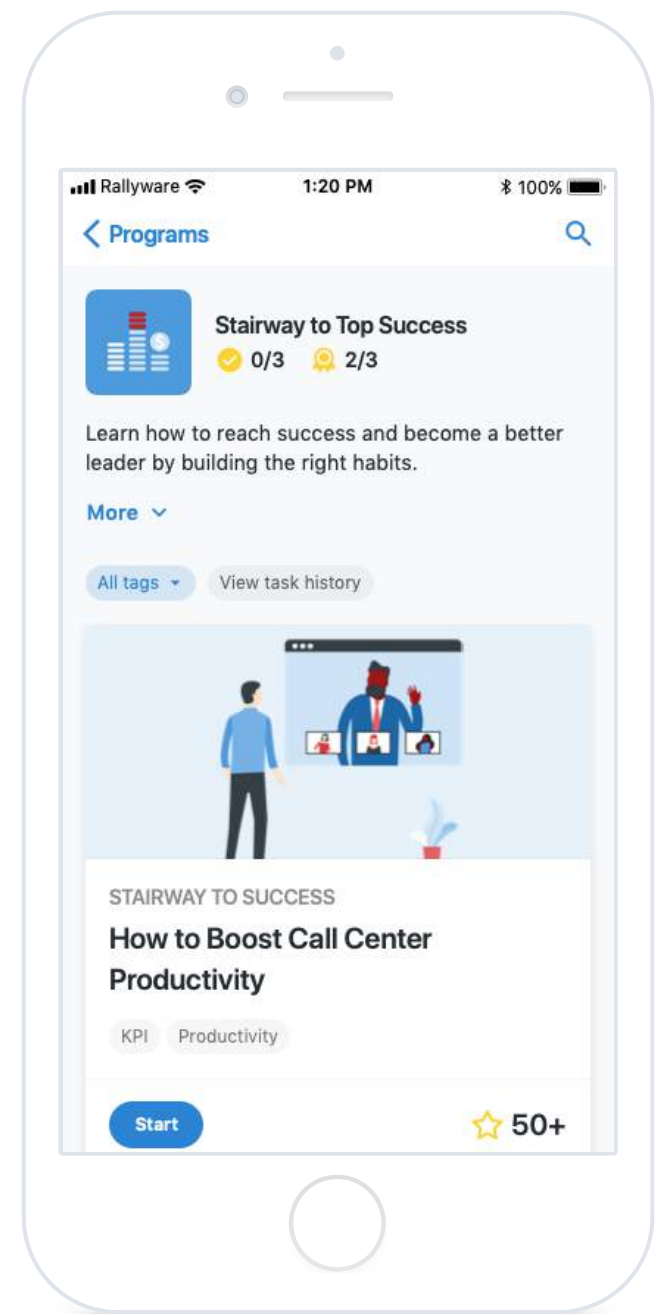
Business rules engine is a company-specific solution based on business KPIs. It defines and drives use cases and the timing of learning activities delivered to workforces. By analyzing performance and learning data, our algorithms optimize personalized training recommendations. Thus, each employee is led through their own customized learning paths, acquiring only those bits of material that are necessary to bridge any knowledge or skills gaps. On average, business rules engine implementation leads to an increased productivity by 32% and a 25% reduction in training costs. As a result, with highly skilled talent and engaging culture, our customers see talent-driven growth of their major KPIs.



# Interactive task challenges

Rallyware Engagement and Training Programs consist of a variety of tasks taking participants through a social game-like individualized journey. These rich media tasks or courses enable participants to achieve the desired results, complete training courses, and stay engaged, while driving many different types of activities, both online and offline. The Rallyware task engine offers a nearly endless list of options to define the way each task is to be completed, for example:

- Customized Micro Learning courses
- Mixed-type surveys and quizzes
- Real-time picture and video recording
- Pushing and pulling social media content
- Uploading documents and media files
- Completing activities on external systems
- Various internal and external custom completion trigger types

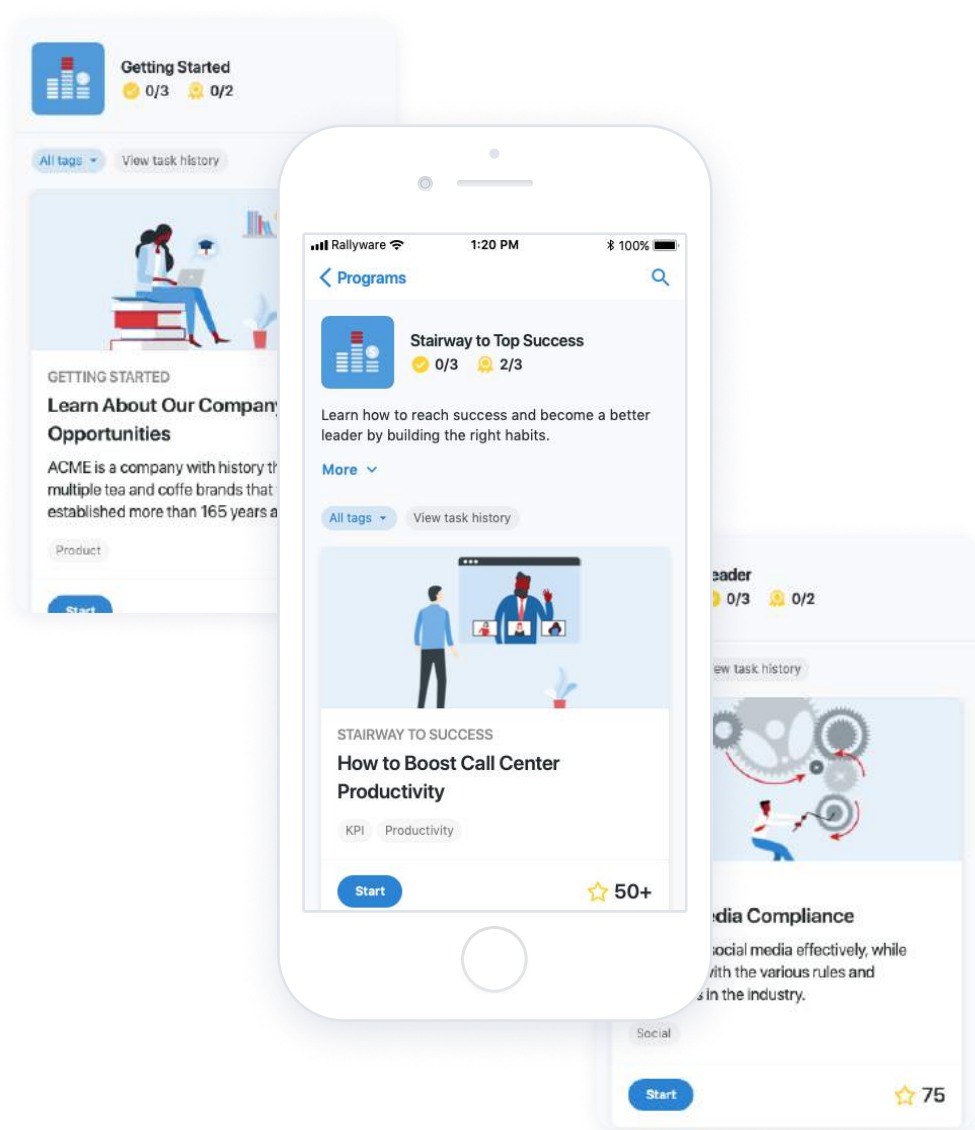
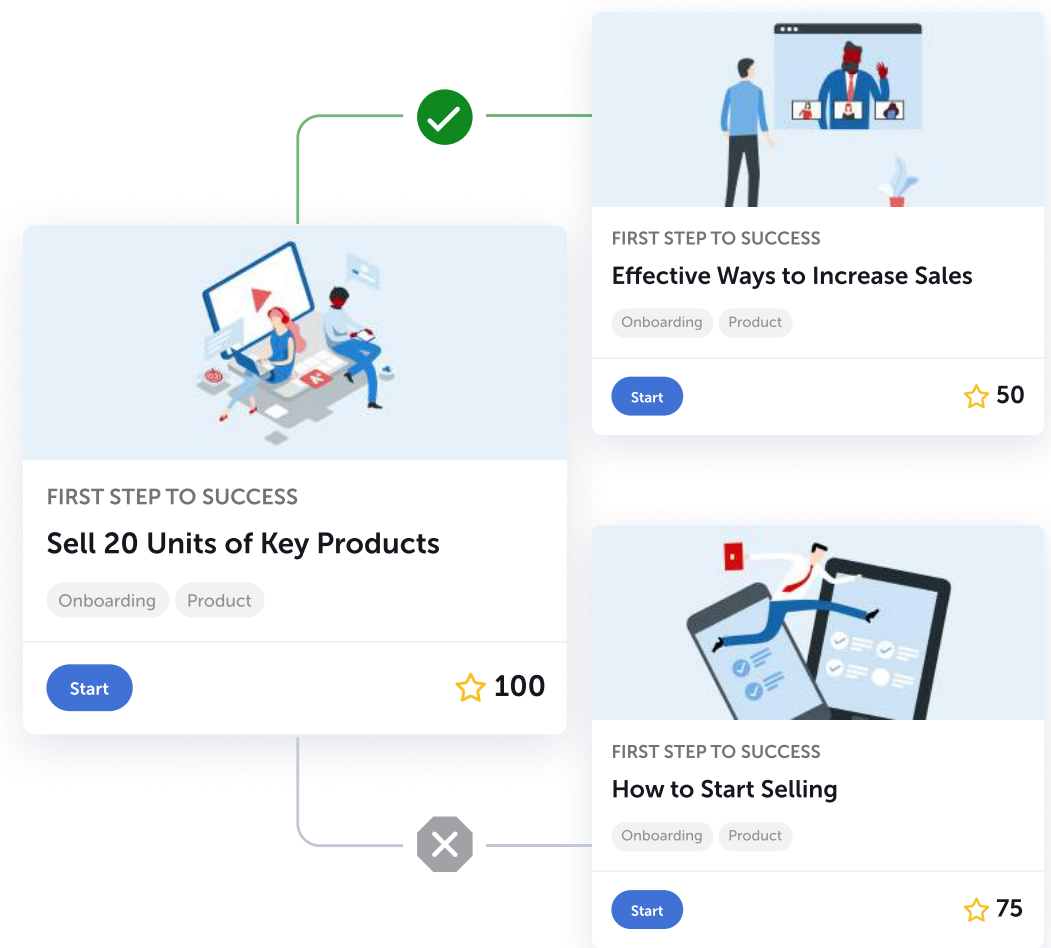


## Gamification of key activities to drive participation

One of the indispensable elements of the Rallyware environment is a holistic approach to using a variety of game mechanics to shape and drive the core user experience, which taps into different behavioral patterns ranging from instant gratification to sustainable, continuous engagement. Support for different types of rewards provides the company with an ability to reward users with both virtual badges and real-life rewards, such as discounts, physical prizes, promotions, ability to comment and promote content, and others, as well as certificates for completing certain series of tasks, reaching critical milestones, or fulfilling compliance requirements.

# Structured engagement programs and task dependencies

Rallyware offers a vast selection of innovative engagement programs geared to help drive desired business objectives in many different industries. These programs are based on industry best practices and can be used out of the box, with necessary customizations, or created from scratch. Task flows that comprise programs are created to be unique to each customer's specific goals in revenue, retention, recruiting, and others.



## Flexibility of programs for different learning environments

Many configurations and types of engagement programs are available for different types of scenarios and environments. The program design process is simple, and Rallyware's well-defined onboarding process and dedicated customer success teams ensure that the most engaging and effective content is created for all of the relevant audiences prior to the system's launch and throughout the lifetime of the program.



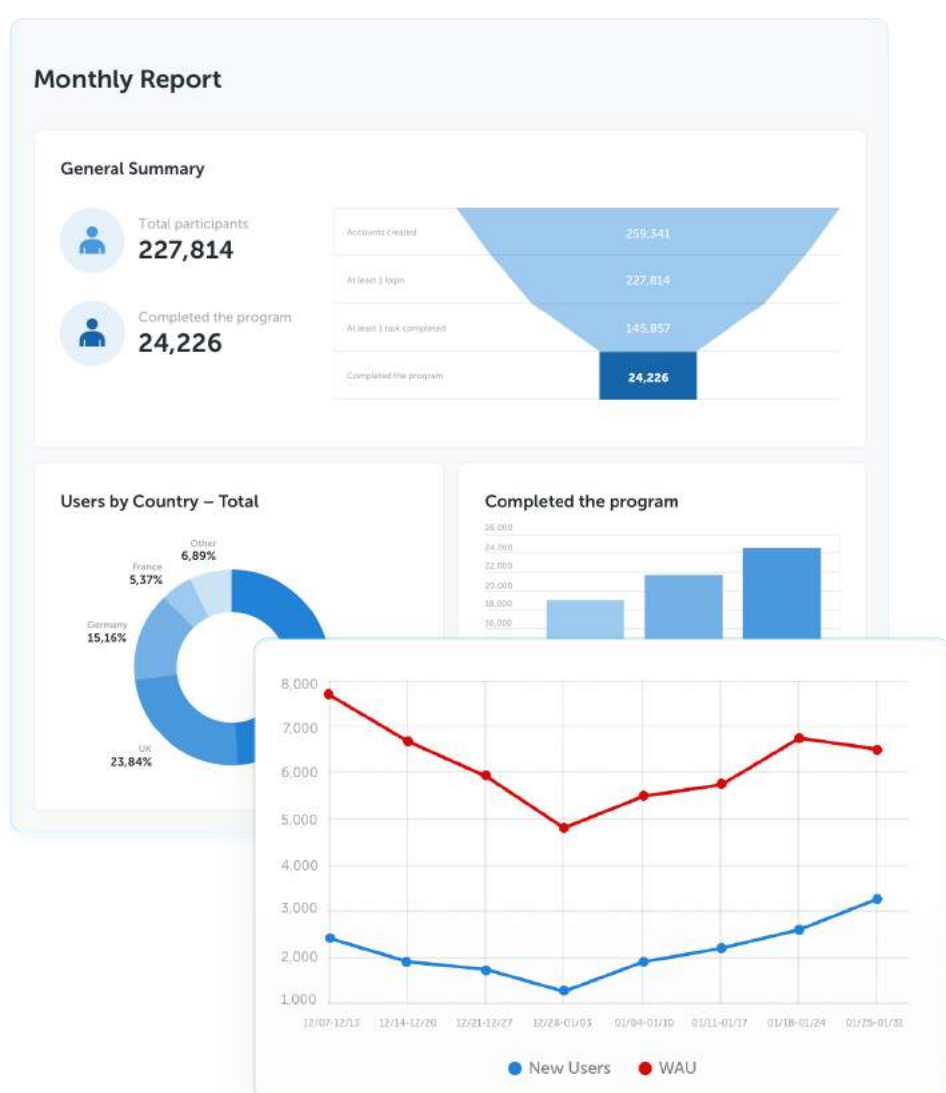
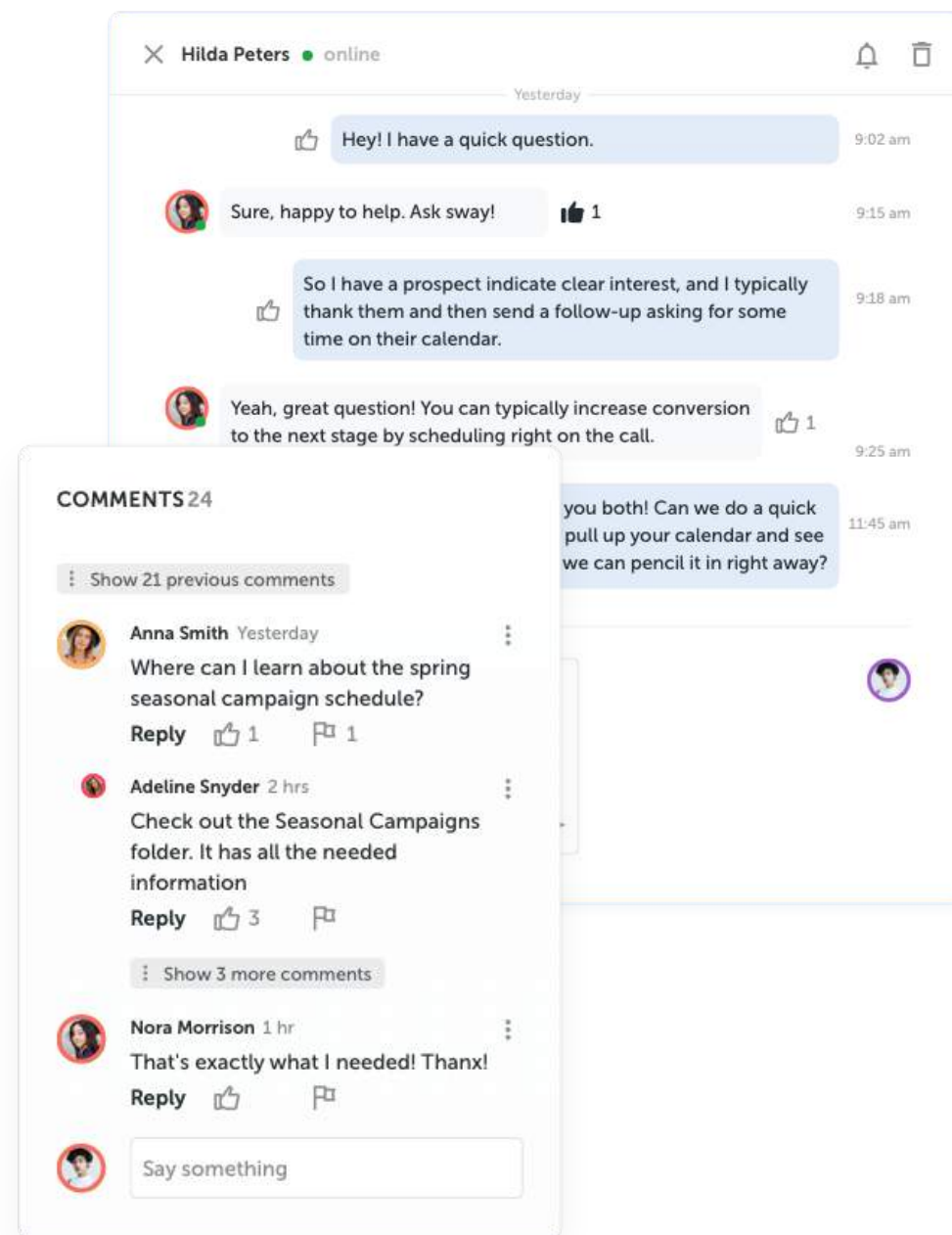
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# Social functionality to build confidence and increase commitment

The system's robust social functionality is designed to enable and encourage seamless and relevant collaboration around communities and activities. When applicable, participants can engage with each other as well as with their managers, upline leaders, corporate, and support staff in the context of specific communities, skills, geographies, or tasks. Participants can comment on and rate each other's posts, while social ranking algorithms can use this data to promote the most urgent and/or relevant posts to be most visible by everyone.

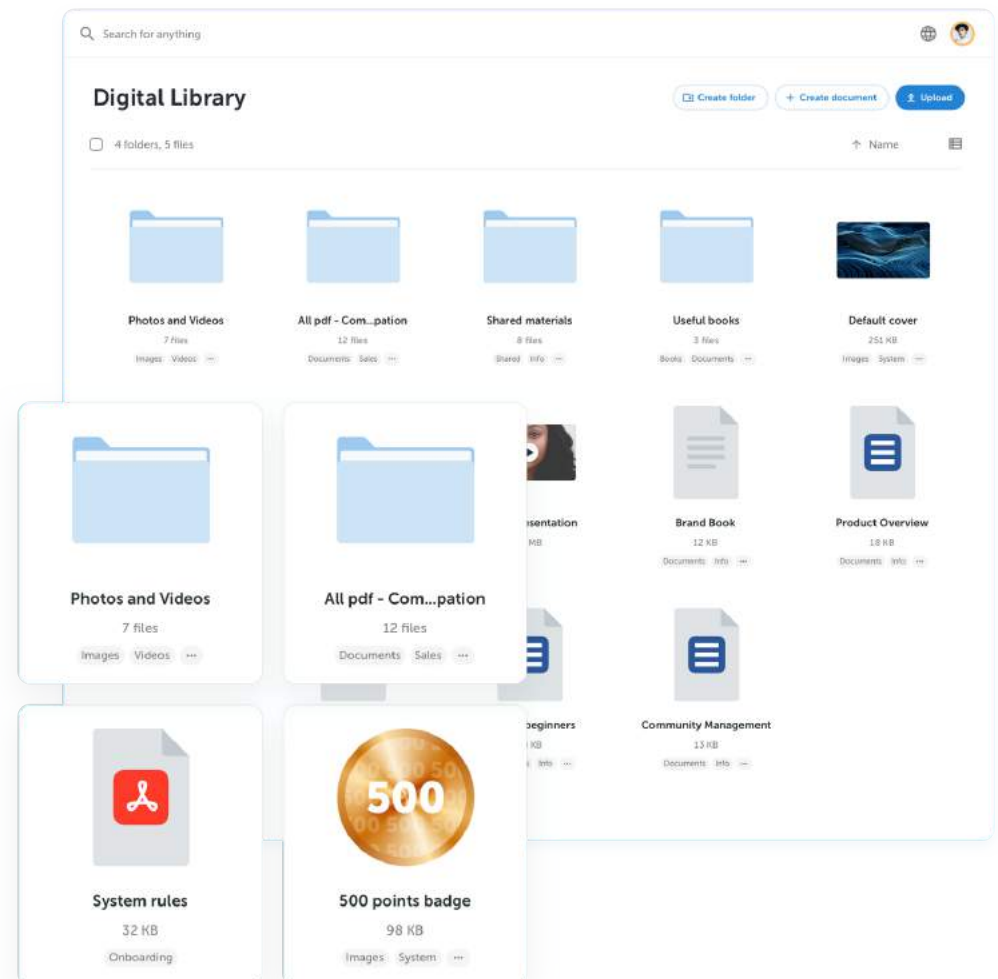


## Metrics and analytics

Rallyware provides a wide variety of robust and credible metrics and analytics for management and company stakeholders on all relevant levels. Real-time tracking, analytics dashboards, and custom report digests help uncover critical insights into workforce success, empowering corporate leaders to see and influence how field engagement impacts key performance indicators and user retention. Rallyware's customer success and analytics teams also provide full support into determining and tracking system ROI, showing the connection between system performance, user engagement, and company targets such as sales performance, recruiting, retention, and others.

# Rallyware Digital Library

Rallyware Digital Library is an integrated product that supports uploading and hosting all typical document types such as Adobe Acrobat and Microsoft Office documents, most standard image and video formats, compressed audio files, and others, as well as the rich media documents. RDL enables designated users across the organization to easily share content with the appropriate communities and user roles. This allows the organization to leverage any existing hierarchy and relationship of its users to tailor the availability of library content to different user personas.



## Security and Reliability

Consistent with all of Rallyware's enterprise product offerings, all content is hosted securely and reliably in the cloud, utilizing Amazon Web Services (AWS), the leading global cloud infrastructure provider, and the infrastructure components are covered by AWS published certifications (ISM, ASD, ISO 27001, ISO 9001, CSP). All client data from the end user is transferred securely over an encrypted HTTPS connection. As the user's data may be cached, access to the cache servers is limited to only allow connections from the application servers (no outside access). Similarly, access to the database servers is limited to only allow connections from intranet servers (no outside access).