

# CENOZONIAN PLAYBOOK













**CENOZ** ON

www.cenozon.com

### WHY DOES CENOZON EXIST?

Cenozon exists as a technology innovator to help customers do more with less

As a boot camp for employee career fulfilment



As an active member of local communities.

cenozon.com







### Customer service

Customer service is our only business



### Innovation

Think out of



### Continuous Improvement

Get a little better every single day



### **Teamwork**

Together Everyone Achieves More



### Communication

is never enough



### Recognition

Great Job!
Thanks



### **Having Fun**

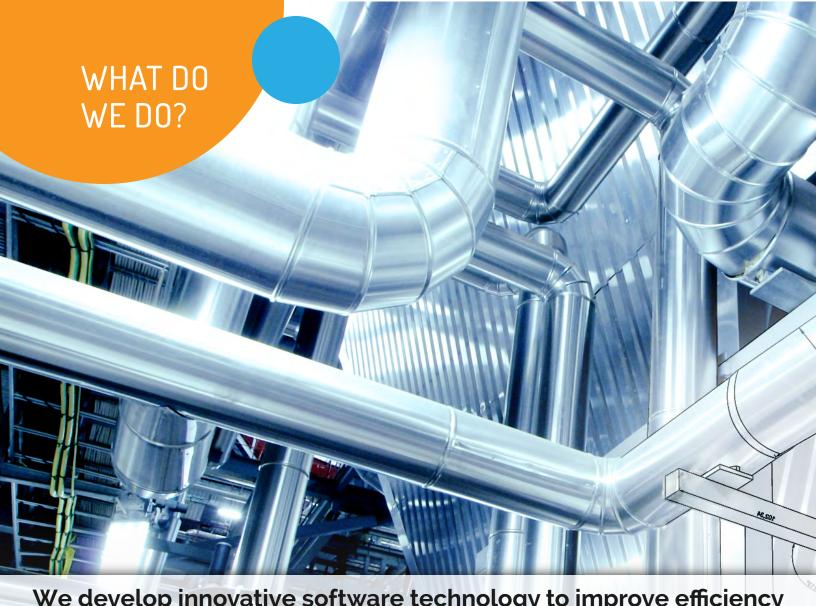
If you are not having fun, you are doing it wrong



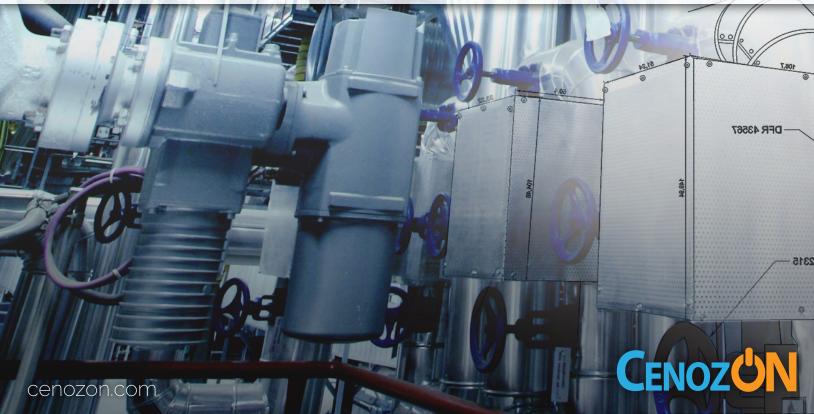
### Learning

We are life-time learners

CENOZUN



We develop innovative software technology to improve efficiency of oil and gas operations such as pipeline integrity management.



## HOW WILL WE SUCCEED?

### We differentiate ourselves by



Providing extremely responsive customer service



Collaborating with partners to create win-win



Developing innovative technology ahead of anyone for at least 7 years.

WHAT IS THE MOST IMPORTANT, RIGHT NOW?



To acquire new clients.



### WHO DOES WHAT?



### **Head Of The Company**

- Foster culture
- Build a cohesive leadership team
- Develop and execute company growth strategy



### **Marketing**

- Build a premium brand
- Create market needs for Cenozon's products & services



### **Sales**

- Acquire new clients
- Build partnership program



### **Product Management**

- Develop and execute product vision/roadmap
- Conduct R&D
- Raise funds for product development, and R&I



### **Operations**

- Operational excellence
- Customer service delivery
- Project delivery



### Software Development Management

- Execute monthly release
- Application maintenance & support



### HR

- Talent acquisition
- Ialent retention
- Admir



### Finance/IT/ General Admin

- Standard financing
- · II suppor
- General admin support



### WHAT IS THE TEAM SCOREBOARD?

### **Team Scoreboard**

### Acquire new clients (Mar. - May, 2016) Repackage Free Monitor CC Free field-based Customers Schematics-Wildfire incidents solution **CNRL** Product Utilization Quoting Sales Marketing AR/HR (RW) Roadmap Target (LR) (LR) (MK) (RW) (KP/DL) Turn-around # Website time; quoting visitors; # Billable Stage Committed Aging in days Backlog amount movements Leads Development

