



# CENOZONIAN PLAYBOOK



**CENOZON**

[www.cenozon.com](http://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.



# WHAT DO CENOZONIANS VALUE?



## **Customer service**

Customer service is our only business



## **Innovation**

Think out of box



## **Continuous Improvement**

Get a little better every single day



## **Teamwork**

Together Everyone Achieves More



## **Communication**

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

The background of the entire slide is a photograph of an industrial facility, likely an oil or gas processing plant. It features a complex network of large, silver-colored metal pipes that curve and intersect in various directions. In the lower portion of the image, there are several large industrial valves with blue handwheels. The scene is brightly lit, with some areas appearing overexposed, creating a high-contrast, technical atmosphere. In the top-left corner, there is a large orange circle containing the text 'WHAT DO WE DO?'.

WHAT DO  
WE DO?

**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&D



## Operations

- Operational excellence
- Customer service delivery
- Project delivery



## Software Development Management

- Execute monthly release
- Application maintenance & support



## HR

- Talent acquisition
- Talent retention
- Admin



## Finance/IT/ General Admin

- Standard financing
- IT support
- General admin support

# WHAT IS THE TEAM SCOREBOARD?

## Team Scoreboard

**Acquire new clients**  
(Mar. - May, 2016)

Repackage  
field-based  
solution

Free  
Schematics-  
CNRL

Free  
Wildfire

Monitor  
incidents

CC  
Customers

Utilization  
Target (LR)

Quoting  
(LR)

Sales  
(MK)

Marketing  
(RW)

Product  
Roadmap  
(KP/DL)

AR/HR (RW)

Billable  
Backlog

Turn-around  
time; quoting  
amount

Stage  
movements

# Website  
visitors; #  
Leads

Committed  
Development

Aging in days