How to make a great demo!

5 steps to make your demo irresistible.

5 steps to make your demo irresistible

1. **Before the demo**
   1. Ask discovery questions.
   2. Describe Waldo's mission.
   3. Give an overview of your demo.
   4. Share your screen and start from the Teams Apps Store.

2. **The free version demo + onboarding**
   1. Demo the onboarding process.
   2. Demo the Calendar with THE FREE VERSION.

3. **The complete version demo + onboarding**
   1. Demo the Calendar with THE COMPLETE VERSION.
   2. Demo the kiosk mode.
   3. Demo the upcoming features.
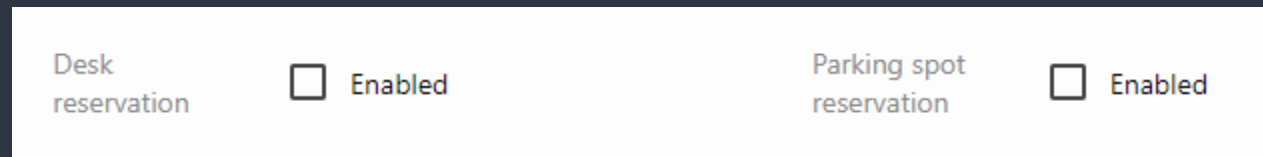
4. **The logic behind Waldo**
   1. Talk about GDPR and demo the management portal.
   2. Demo the WFH policies.
   3. Demo the PowerBI connector.

5. **Handling objections**

Before the demo: prepare your demo (1)

- Make sure you've got plenty of users (with desks reserved) in your Waldo demo environment.

- Set your demo user up with the free version (you'll switch to the complete version in Part 2 of the demo).
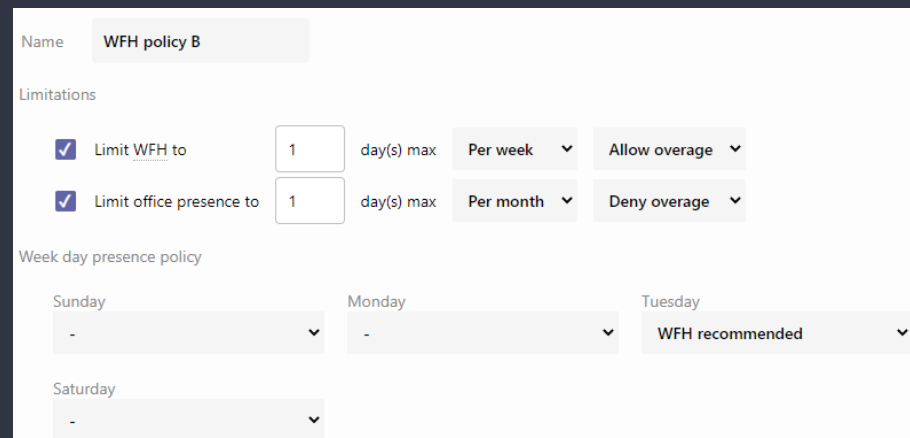
  To set a user up with the free version, go to the portal, then users, then click the user and uncheck desk reservation and parking reservation.

- Be sure to set some WFH policies and a maximum office occupation.

Before the demo: prepare your demo (2)
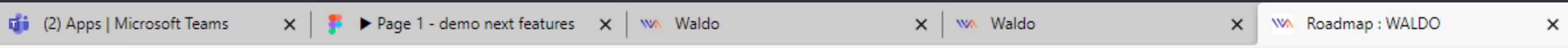
- Make sure your demo user is a manager and has teammates.

  To check this, you can install the *who* app from Microsoft in MS Teams.
  Waldo uses the same data source (your Azure Active Directory).

Before the demo: prepare your demo (3)

- Open the web version of Teams on one tab (https://teams.office.com).

- Open the *next features mock-up* on a second tab (https://nextfeatures.hellowaldo.app).

- Open the kiosk mode on a third tab (how to get the kiosk URL)

- Open the management portal on a fourth tab (https://app.hellowaldo.app).

(2) Apps | Microsoft Teams ✕ | ▶ Page 1 - demo next features ✕ | Waldo ✕ | Waldo ✕ | Roadmap : WALDO ✕

Before the demo: prepare your demo (4)

- When you're ready to start your demo, type *reset_onboard_user* in the Waldo chat.

- Then type *go* to relaunch the onboarding process.
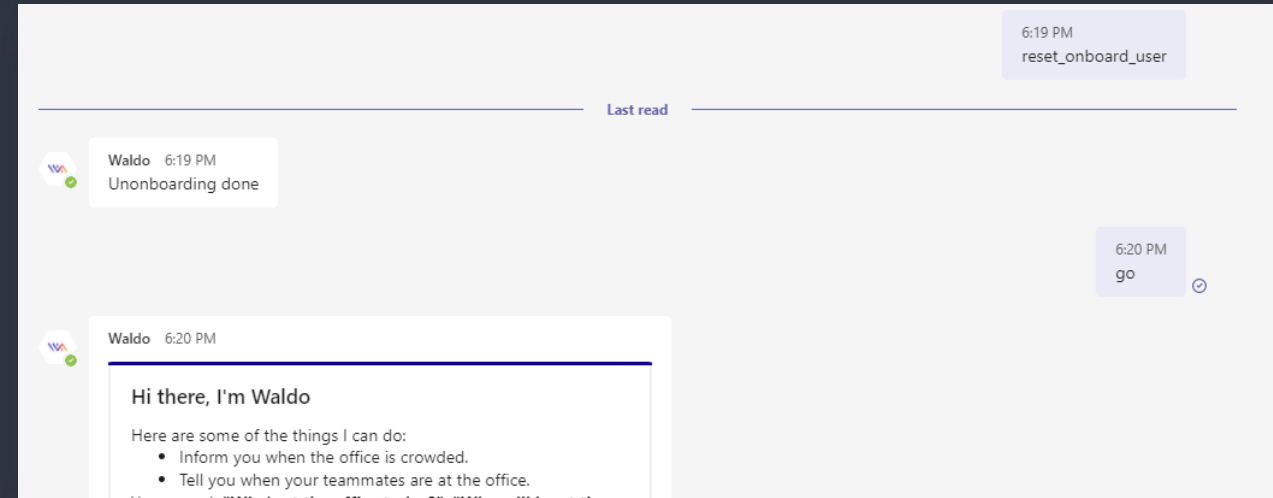
Note: When you relaunch the onboarding process, it will not clear your existing data. If your calendar says you're at home on Wednesday, be sure to type the same information during the onboarding process. The same goes for the parking type.

DISCOVERY QUESTIONS

Here are the questions I can ask to tweak my demo accordingly.

1. **How many desks and users do you have? How many desks should be part of the "desk sharing" approach?**
    (If it's a large-sized company, it's important to focus the demo on user management, Microsoft 365 invoicing, WFH policies, connectors with HR systems.
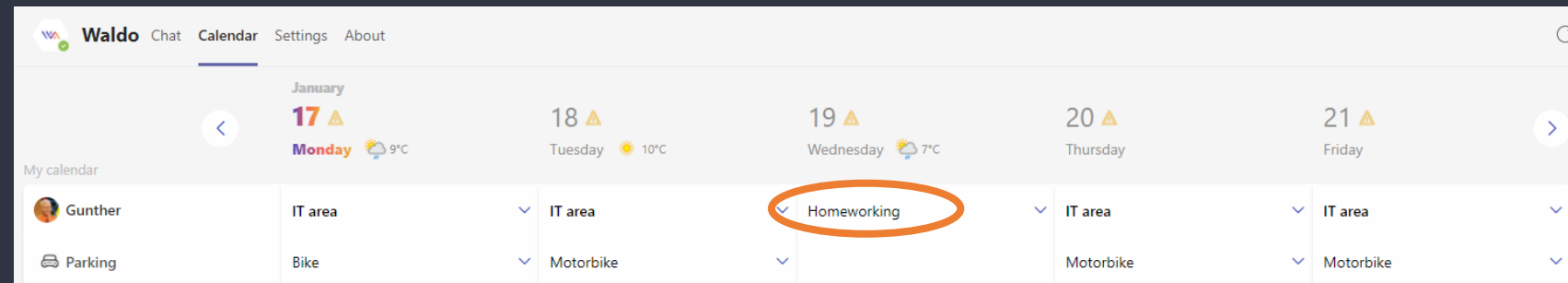   If there's a large difference between total users and "desk sharing" users, it's important to talk about combining the free and the complete version.)

2. **Is parking a real issue that needs to be solved?**

3. **How many offices do you have?**
    (The more offices there are, the more maps there are to create.)

4. **Do you use channels and doc sharing in Teams or just conference and chat?**
    (If they use channels, it's worth it to spend time on Waldo's "tab" feature.)

5. **How do you manage your WFH policies?**

6. **What is your HR system?**
    (Some systems are compatible with Waldo.)

7. **What is your badge system?**
    (Some systems can be integrated into Waldo to replace the "check-in" system.)

WALDO'S MISSION

Here's what I say to introduce my demo:

"Waldo is a desk reservation software made for MS Teams.

Our mission with Waldo is to help our users decide where to work at any given time: whether from home or at the office. One thing that helps you decide when to come to the office is knowing where your teammates are.

When you're at the office, Waldo helps you book a desk close to your teammates, in your preferred zone, and that accommodates your requirements.

You're from IT but you're working on a marketing project? Just let Waldo know and he'll reserve a desk for you in the marketing area.

Waldo gives you the opportunity to not only optimize your space and save money, but more importantly to introduce a new way of working to the office. You'll contribute to making the workplace a more pleasant, more collaborative space for everyone.

It works not just for desks but for parking too.

So there it is: Waldo's mission is to make the workplace more pleasant and more collaborative. Concretely, Waldo makes the logistics of flex work easier."

EXPLAIN HOW YOU'LL CONDUCT THE DEMO + WHEN Q&A

1. Each time I demo Waldo, there are always tons of questions (which is good!). But that may interrupt the flow of the demo. So, to maintain a smooth demo experience, I always explain to my audience that:
   1. I'll conduct the demo in 4 parts.
   2. I'll leave a pause after each step for Q&A.

2. The four steps are:
   1. The free version
   2. The complete version
   3. The logic behind Waldo
   4. The roadmap

3. I tell my audience I'll need about 20 minutes to conduct the entire demo.

BEGIN WITH THE FREE VERSION DEMO

I always start my demo with the free version. Demoing the free version first makes selling the complete version much easier.

1. First, **it makes your demo way more fluid, as it eliminates the** need to answer questions about "free" vs "complete". There's no need to backtrack in your demo to explain the differences.

2. Second, it establishes trust between you and your audience. You will be seen as **a partner who wants to help** the customer, rather than someone who just wants to sell a product.

3. Third, you can combine "the free version" and "the complete version". Regardless of whether users are in desk sharing mode or not, they can all enjoy **the same experience**. That's a key differentiator. 😎😎😎

DEMO THE ONBOARDING PROCESS

1. When I demo the onboarding experience, I always mention that Waldo is not merely an app but also a smart assistant you can chat with.

2. Here's what I say to describe the onboarding process:

   "First, Waldo says hello and explains what he can do for you.
   Then Waldo analyzes your latest interactions in Microsoft Teams to learn who your closest teammates are.
   Next, Waldo asks you how you come to the office: by car, by bicycle, by motorbike, by electric car, and so on. The idea behind this is to know which sort of parking spot you will need most of the time.
   The types of parking spots have been configured in advance. Once this is done, Waldo analyzes your habits: working from home on Mondays, working in the IT area on Tuesdays, remote working on Wednesdays, etc.
   Areas have been configured in advance. I'll come back to this in the third part of my demo.
   And now you're on board. Waldo is ready to assist you!"

Note that the onboarding process
is optional.
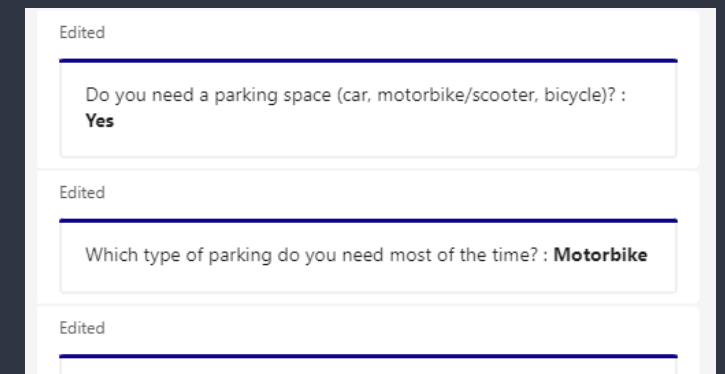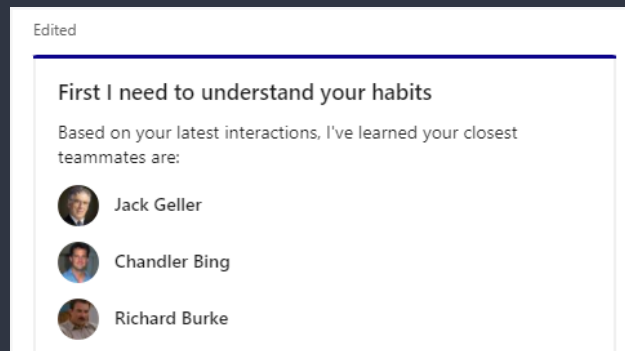
START THE LIVE DEMO WITH ONBOARDING

Here's how I concretely start my demo.

1. I make sure to have reset my onboarding (typing *reset_onboard_user* then *go*).
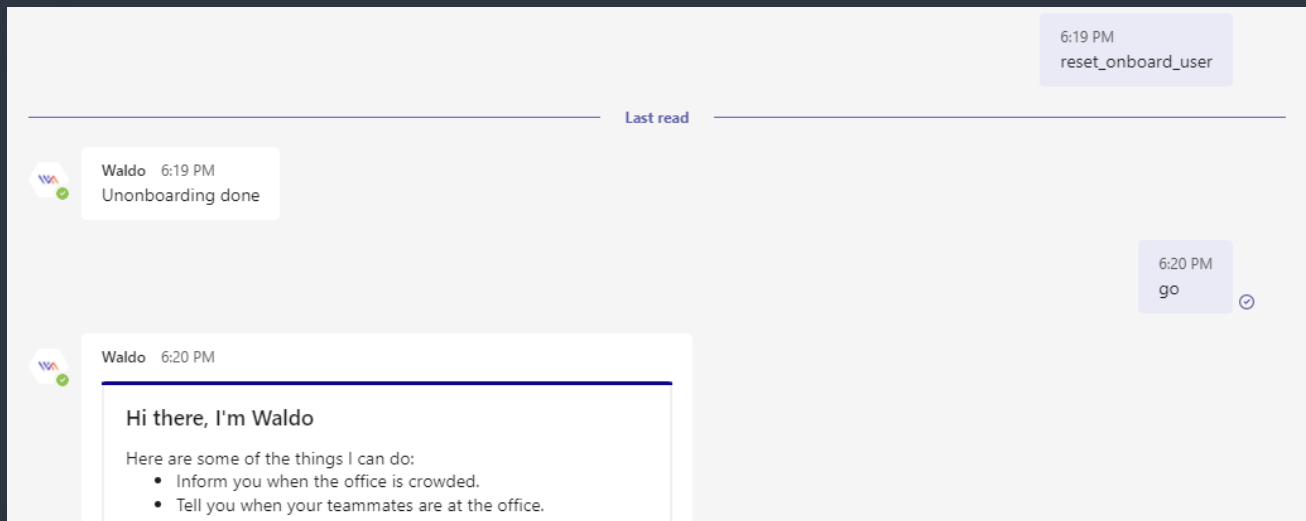
2. I share my screen.

3. I go to the Teams in-app store, searching for Waldo.

4. I explain the benefits of being a Teams app and how easy it is to add Waldo:
    1. Just go to the Teams app store and add Waldo.
    2. Or ask your Teams administrator to deploy the Waldo app and it will appear on the left rail of your MS Teams for all users. It couldn't be any simpler. 😎😎😎
    3. Waldo doesn't ask for any password or other account information.

I DEMO THE CALENDAR (FREE VERSION)

1. Once the onboarding process is done, I go to the Calendar tab.

2. I explain that I can see where I'm supposed to be every day. I can change my locations.

3. I can see the office occupation.

4. I can see the parking occupation. Since I come by motorbike, I see the motorbike parking.

5. I can see where my teammates are working.

6. When I click on the arrow, I can see my official colleagues or, if I'm a manager, I can see my official teams. All this information is retrieved from Azure Active Directory. 😎😎😎
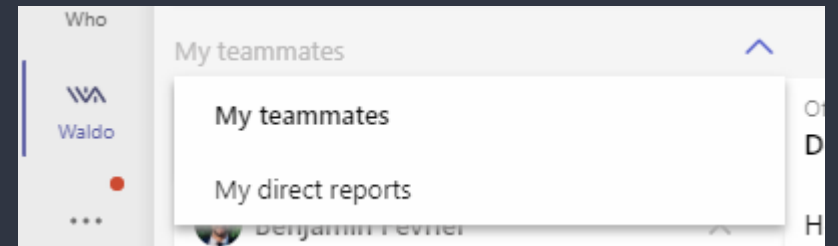
7. Then I explain the WFH policies:
    1. When I spend too many days at home, here's what happens…
    2. When I spend too many days at the office, here's what happens…
    3. When my presence is recommended at the office. This feature is very useful when a manager wants to get the entire team together once a week. 😎😎😎

8. I explain the maximum occupation per area (COVID occupation).

9. **Any questions so far?**

I DEMO THE CALENDAR (COMPLETE VERSION)

1. I go to the Waldo portal, and I activate the desk and parking reservation for my demo user.
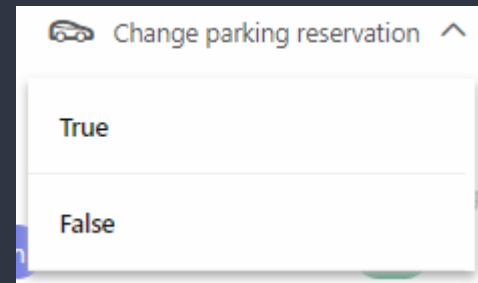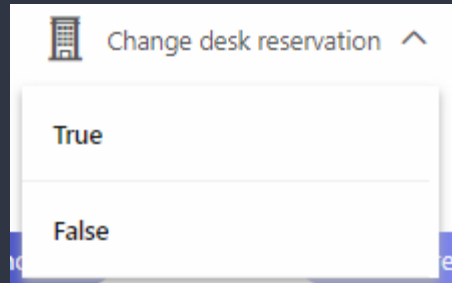
"See how easy it is to combine the free version and the complete version". 😎😎😎

2. "Thanks to the free version, you can offer the same experience to the whole company" 😎😎😎.

3. I explain the difference between the free version and the complete version, including the mission and vision once more:
"With the free version, Waldo's mission is to help you decide where to work. With the complete version, Waldo's mission is to find the best desk for you, based on your habits and your needs."

WALDO RESERVES DESKS "IN ADVANCE"

I always take some time to explain the "in advance" concept of Waldo. That's a key differentiator.

1. I explain that Waldo reserves a desk for me "**in advance**": Waldo has reserved desk D40 for me. Why D40? because D40 is close to my colleagues, it meets my expectations (it has a double screen and a universal docking station), and it's included in my favorite desks.

2. I click on the desk to show the map. I demonstrate that I can change my desk if I'd like.

3. "So with Waldo, you don't have to reserve a desk, and **you don't even have to think about reserving your desk**. Waldo makes the reservation for you, in advance". Since there's nothing for you to do, it could not be any easier. 😎😎😎

4. Thanks to the "in advance" concept, there's no need to wake up early to reserve the best desk. Waldo reserves desks for everyone "fairly". If three users tag desk D40 as their favorite desk, Waldo will make sure to not always reward the same user with desk D40. 😎😎😎

WALDO PREVENTS SAFE-RESERVATON MODE.

This feature is a bit complicated to explain but it's a killer feature. I suggest you really take the time to explain it well. 😎😎😎

- Safe-reservation is when a user continuously reserves a desk and cancels it at the last minute. Users will do this as a way to ensure they always get their preferred desk, even if they are a low priority user.

- This practice is disruptive for two reasons:
    - The office appears as "full" when it's actually not.
    - Priority users are unable to reserve a desk.

Here's how Waldo prevents this behaviour.

1. Every user has a work pattern (Tuesdays at home, Thursdays in the IT area, etc.). This pattern is automatically detected by Waldo.

2. By default, Waldo processes reservations three days in advance. Reservations are based on user patterns, priorities, user expectations, colleagues' locations, etc.

3. You should consider that:
   - The upcoming 3 days (by default, the value can be changed) on your Waldo calendar indicate where you will work (your desk has been reserved).
   - Beyond these 3 days, Waldo's calendar displays where **you wish to work** (your desk has not yet been reserved).

4. Thanks to this principle, users can safely change their mind (work from home, work from office). Waldo will always compute reservations 3 days in advance, based on a user's priority and office tags.

With Waldo, you don't need to wake up at midnight to be the first to reserve your preferred desk. 😎😎😎

DEMO THE KIOSK MODE

1. Then I open the third tab to display <u>the kiosk mode</u>.

   "Waldo's kiosk is a URL that displays your office's map in full screen on today's date. You can use this URL to display your office plan in your lobby (for example, to know who is sitting where today)". 😎😎😎

DEMO THE UPCOMING FEATURES

1. Then I open the fourth tab to display the next features mockup (https://nextfeatures.hellowaldo.app).

2. I start with **the check-in feature**. Here's what I usually say:

   "*When you need to optimize your space, or you'd like to ensure that the data concerning the occupation is correct, you can activate the Check-in feature. For those who don't want or can't use Teams on their smartphone, they can check in using the Teams desktop app when they arrive at the office.*

   You can check in early in the morning (during breakfast) or when you start up your computer. You can decide when the check-in period starts and ends.

   If you don't check in, the desk will be freed up for another user."

3. Then I open **the tab feature**. Here's my spiel for that:

   "*If you're part of a project team, there's probably a Teams channel attached to this project. You can attach Waldo as a tab to this channel. At a glance, you'll see who is working where. You can also display the map to see where they are in the office.*" 😎😎😎.

4. **Any questions so far?**

DEMO THE LOGIC BEHING WALDO USING THE MANAGEMENT PORTAL

Then, I move to the third step of my demo: the logic behind Waldo.

1. First, I open the Waldo administration portal. I explain that **we don't store any emails, first names, or last names. This way, we make life easier for your security expert by complying with GDPR (see [this article](#)).**

2. Next, I explain how to set up Waldo (first I create an office, then areas, then desks, then I assign tags to users.)

3. Then I switch to the users tab. I explain that there's no need to synchronize or import/export in order to view the users list. You'll be automatically connected to your Azure Active Directory. You can apply filters based on your AD Groups. 😎😎😎.

4. I click on my demo user, and I explain Waldo's logic based on this user:
   1. My demo user can reserve a desk in these areas…
   2. I explain the "nice to have" tags. Nice to have tags can be updated by the administrator or the user.
   3. I explain the "must have" tags.
   4. I explain the priorities.
   5. I explain the favorites. Favorites can be updated by the administrator or the user.

5. Then I move on to the Maps. I explain that a map is an image on which you can drag and drop desks. Creating the map is part of the complete version subscription. 😎😎😎

6. **Any questions?**

THE SUPER-POWER RESERVATION VIEW

Then, I explain what **the reservation view** is.

I click on the **reservation view** tab via the Waldo portal. I display the reservation as a list and then **as a map**.

Note: In Q2, managers will be able to change their team's location (If Brenda is the manager of Bob, Brenda will be able to change Bob's location via the Waldo portal).

THE POWERBI CONNECTOR

Next, I move on to the last part of my demo: reporting.

As the PowerBI connector is still in beta, you should use the https://nextfeatures.hellowaldo.ap page.

Here's what I have to say on this:

"By default, you'll have some reports available with the free version when you click on the Waldo icon via the Waldo management portal.

With the complete version, you can do much more, thanks to the PowerBI connector. If you don't know what PowerBI is, think of it as a powerful Excel file. This connector is still in beta, but I can show you what it looks like.

Then I go back to the https://nextfeatures.hellowaldo.app tab to show the reporting section. With the PowerBI connector, you can create the reports you want. Or we can create them for you if you're not familiar with PowerBI."

HANDLING OBJECTIONS (1)

1. **Waldo does not manage meeting rooms.**
    That's right, Waldo does not manage meeting rooms...for now.
    By Q2 2023, we'll release an Outlook add-in called Waldo Room.
    When you schedule a meeting, Waldo will automatically reserve **the best meeting room for you. Who, better than Waldo, can tell who will be on-site or remote at any given time? ☺ If teammates change their mind, Waldo will propose to upsize or downsize the meeting room.**

2. **Real presence and captors**
    We don't connect with captors or QR code systems. It's not in our DNA to push hardware.
    We think the check-in feature is easier than QR codes or presence captors.
    Anyway, if a user wants to cheat, they can always do so.

3. **Waldo is a tracking app!**
    We hold that it's normal to know who is working where.
    Still, if some users consider Waldo as a tracking app, you can activate "ghost mode" for them.
    With ghost mode, other users will not be able to see where you are working from. In return, you will not be able to see where they are working either.

4. **It costs too much!**
    You can combine the free and paid versions.
    Maps are included in the complete version.
    By optimizing your space, you'll enjoy a significant return on investment.

1. **<u>If users don't tell Waldo where they work, the solution doesn't work.</u>**
   Yes and No.
   You can activate the Outlook synchronisation. Waldo will understand your calendar (thanks to the Microsoft AI platform) and automatically update your Waldo calendar.
   You can also activate the check-in.
   We can also, on demand, synchronize Waldo with your badge system or your HR system.

2. **<u>No half-day management</u>**
   What we observe is that people are working at the office or remotely for the whole day. If a user decides to work for the afternoon at the office, would his or her desk be occupied in the afternoon by someone else?

   Currently, Waldo does not offer half-day management.
   That's something we're still thinking about. Our preference for now is to keep our UI as simple as possible.

3. **<u>Kickle is a small company</u>**
   Barco (ClickShare) is our shareholder.

HANDLING OBJECTIONS (3)

- **I don't like the idea that an external app knows "who is where"? How do you manage data, security and GDPR?**

  We do not store any information related to customers or users (neither email nor names). We only store User IDs. Once a user is authenticated through its Azure Active Directory, they make the relation between User Azure IDs and usernames. The same logic applies for areas and offices.

  Data is encrypted at rest and in-transit.

  For administrative and marketing purposes, we store the following personal information:
  Email address, first name, name of the Waldo administrator
  Email address, first name, name of the Waldo administrative contact.
  Email address, first name, name of the Waldo technical contact.

  https://customer.hellowaldo.app/support/solutions/articles/8000098254-architecture-and-data

USEFUL RESSOURCES

1. **Documentation**
    https://customer.hellowaldo.app

2. **Waldo administration portal:**
    https://hellowaldo.app

3. **Product demo (videos)**
    https://hellowaldo.app/video

4. **Next features (always up to date)**
    https://nextfeatures.hellowaldo.app

5. **Download the free version and the complete version (one-month trial)**
    https://get.hellowaldo.app

6. **Map samples**
    https://customer.hellowaldo.app/en/support/solutions/articles/8000098610-map-samples

7. **GDPR, security, data**
    https://customer.hellowaldo.app/support/solutions/articles/8000098254-architecture-and-data

Alexis.conia@kickle.com - CTO

Matthieu.giorgini@kickle.com - CEO

Waldo