



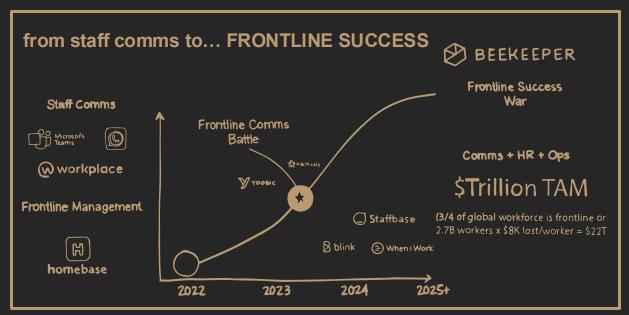
# FRONTLINE SUCCESS

**The Problem:** 75% of the world's workforce is in the frontline and yet the way they work with their leaders and colleagues hasn't changed in the last century. State-of-the-art in frontline work is still pen, paper and a bulletin board. Making it unnecessarily difficult for workers to get support they need and causing leadership to be out of touch with the majority of their workforce.

It's called the The Great Frontline Disconnect and it's leaving frontline workers disengaged and frustrated. Resulting in waste, preventable mistakes and stagnant productivity.

**The Category: Frontline Success**, a platform that connects frontline workers to the people, processes, systems, and information they need to succeed - tailored to the way they work.

#### **Froto**



#### **Category Blueprint**



## **Lightning Strike**



### **OUTCOME: Market and Valuation Expansion**

