The background features several overlapping, semi-transparent purple geometric shapes. On the left, there is a large, light purple circle. To its right, a darker purple shape with a pointed bottom edge overlaps the circle. Further right, a medium purple shape with a pointed bottom edge overlaps the previous one. The rightmost portion of the image is a solid, dark purple background.

Hello.

2017

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**QUICK
BASE**



The Road to Better Insights from Quick Base

A concept feedback session for
reporting and analysis in Quick Base

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- ① Session Overview
- ② Setting the Context
- ③ Concept Walkthroughs
- ④ Open Q & A

Safe Harbor Message

The content provided is for information purposes only and subject to change without notice. Quick Base has no obligation or commitment to develop or deliver any future release, enhancement or function described in this presentation.

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1

Session Overview

Goals for this session

- ✓ Give you the opportunity to shape the future of the reporting & analysis roadmap
- ✓ Give you a forum to communicate your ideas for future consideration

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2

Setting the Context

What we heard...

Organizing and managing reports are a pain

Sorry, but Quick Base charts look gross

Charts need to be more interactive

I don't want to navigate to reports by table

I can't build reports from my summarized data

Why can't I just join two tables for a report?

I need more controls over what my users can do with reports

You don't have the chart type I need

Quick Base Reporting Today

Major Questions to Answer

- What are the next BIG Reporting and Analysis capabilities for Casual Users?
- How do we make our platform more useful to the Analyst?



3

Concept Reviews

How Will This Work?

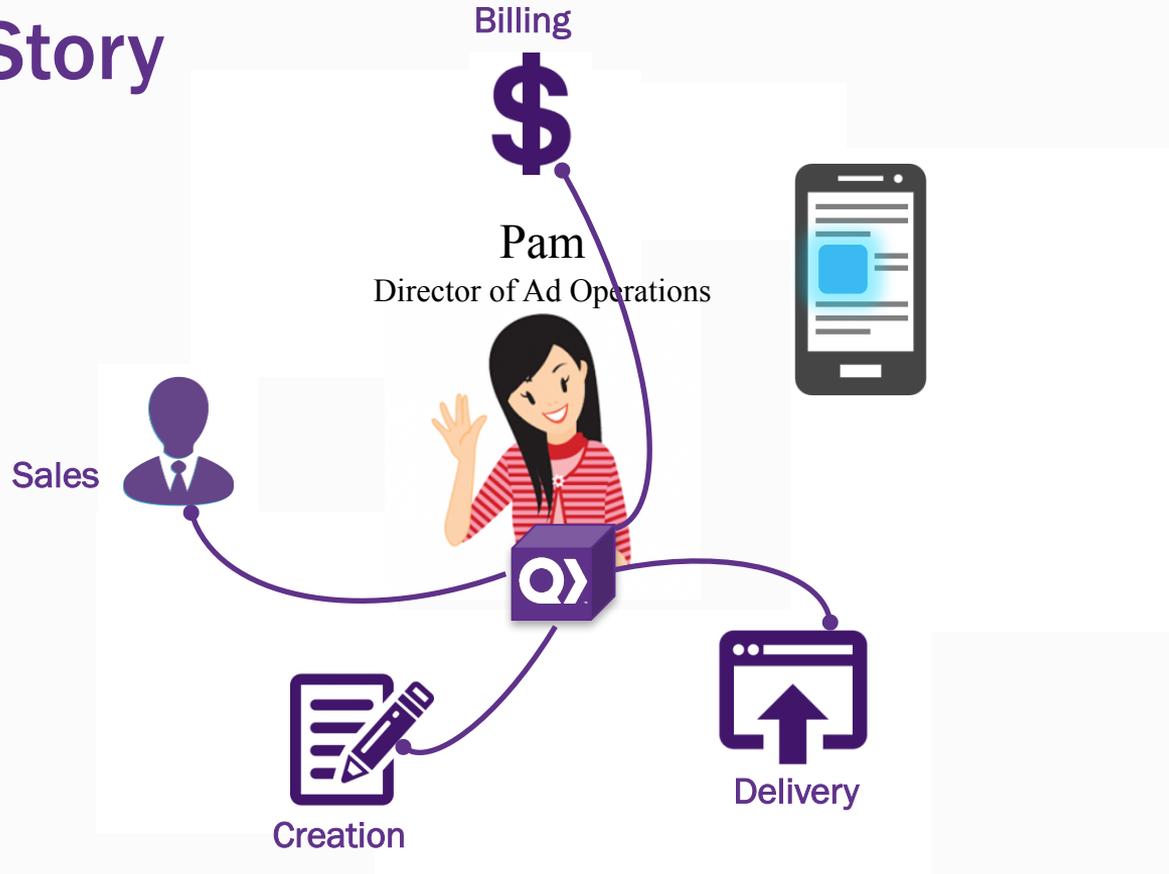
- ① I will briefly present a problem & concept Quick Base has been exploring
- ② For each concept we will hold a series of voting
- ③ Voting will be followed by Q&A and discussion
- ④ Rinse and repeat for 3 different concepts

Before we get started...

Let's learn a little bit about you

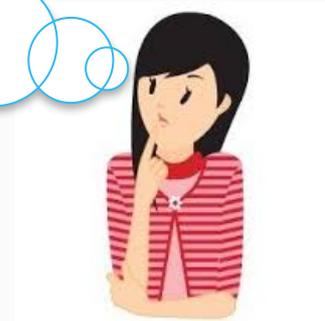
- Go to <https://www.surveymonkey.com/r/QBCON>
- Take Survey

Pam's Story



Problem #1

Quick Base reports meets 80% of Pam's needs. But every quarter, she needs to do some fancy forecasting to project next quarter's ad revenues. Because of the complexity of the analysis, she needs to export data from Quick Base into Tableau to run this analysis. She wishes she didn't have to export her data into another tool.

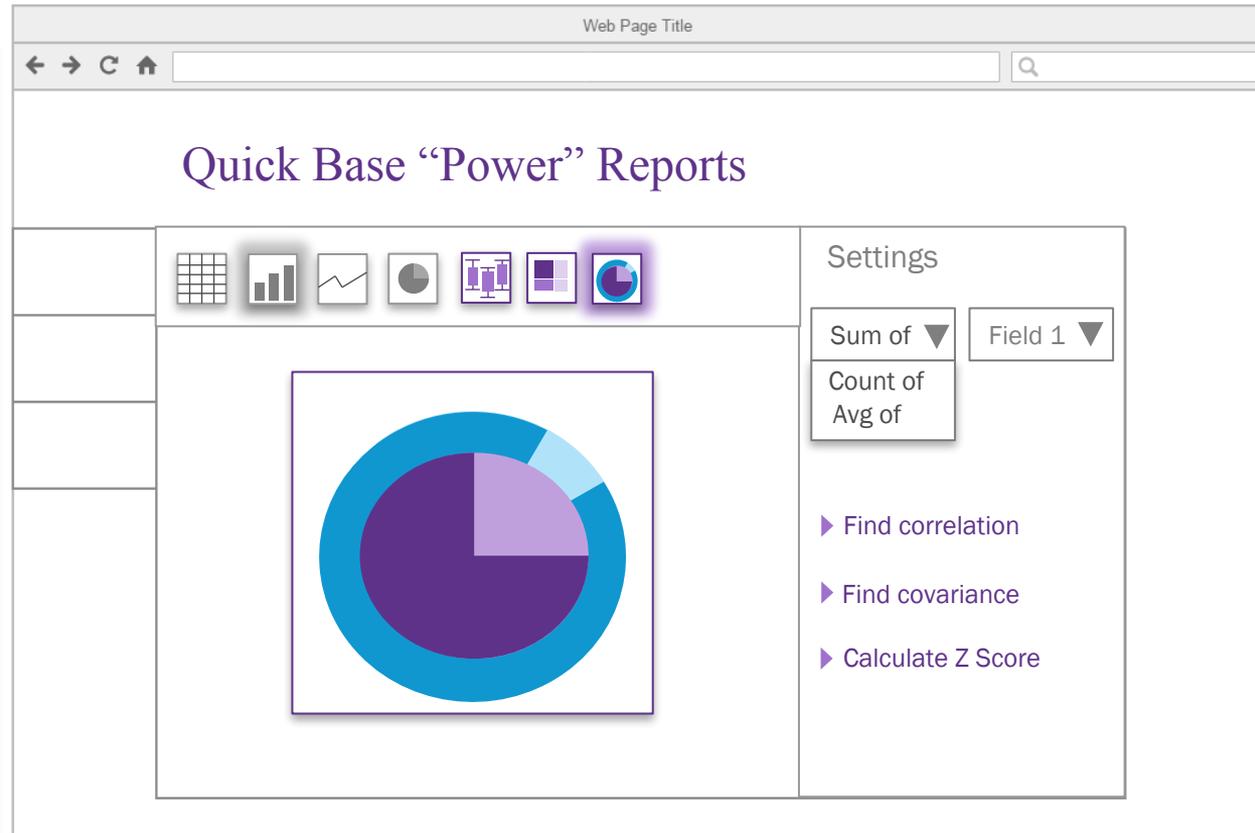


Concept #1: Stronger Analytics and Visualization

- Pam gains access to more reporting options in Quick Base
- Includes richer visualization options and stronger statistical capabilities

Benefit: Provides Pam with a more powerful analytics tool to execute more complex analysis in Quick Base

Price: Quick Base “Power Reports” is an add on available to customers for an extra \$30 per Power Reports user



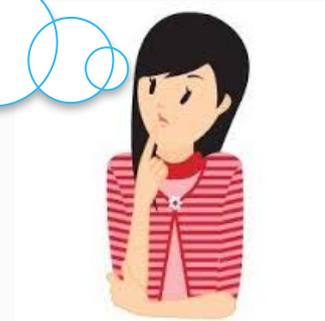


Polling and Discussion Break

- Go to <https://www.surveymonkey.com/r/QBCON1>
- Take Survey

Problem #2

Many of Pam's users build their own reports, but some have complained that building reports is clunky and confusing. She wishes Quick Base reports were easier to use for her casual users.

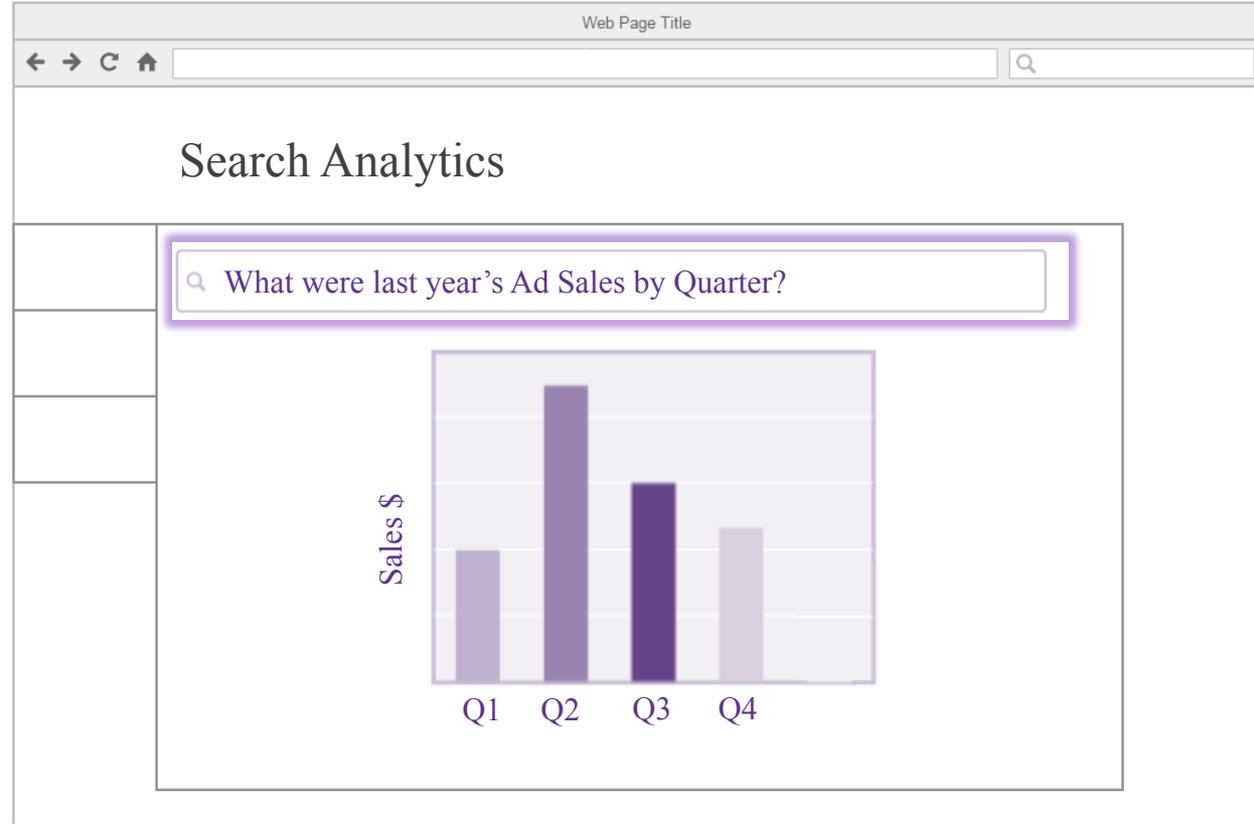


Concept #2: Search Analytics

- Pam's users see a search bar in Quick Base
- They type their question into the search bar
- Quick Base generates a chart with the appropriate data

Benefit: Quick Base users can generate reports & charts using a simple search bar

Pricing: Extra \$10 per user per month



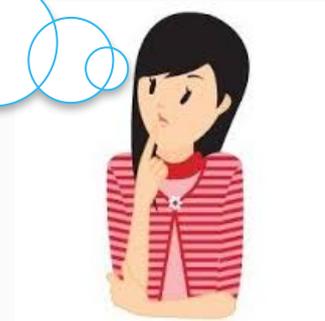


Polling and Discussion Break

- Go to <https://www.surveymonkey.com/r/QBCON2>
- Take Survey

Problem #3

Pam loves that Quick Base enables her to automate workflows. But those automations still rely on Pam's limited insights. It would be awesome if Quick Base could generate new insights for Pam and enable automations based on those insights.

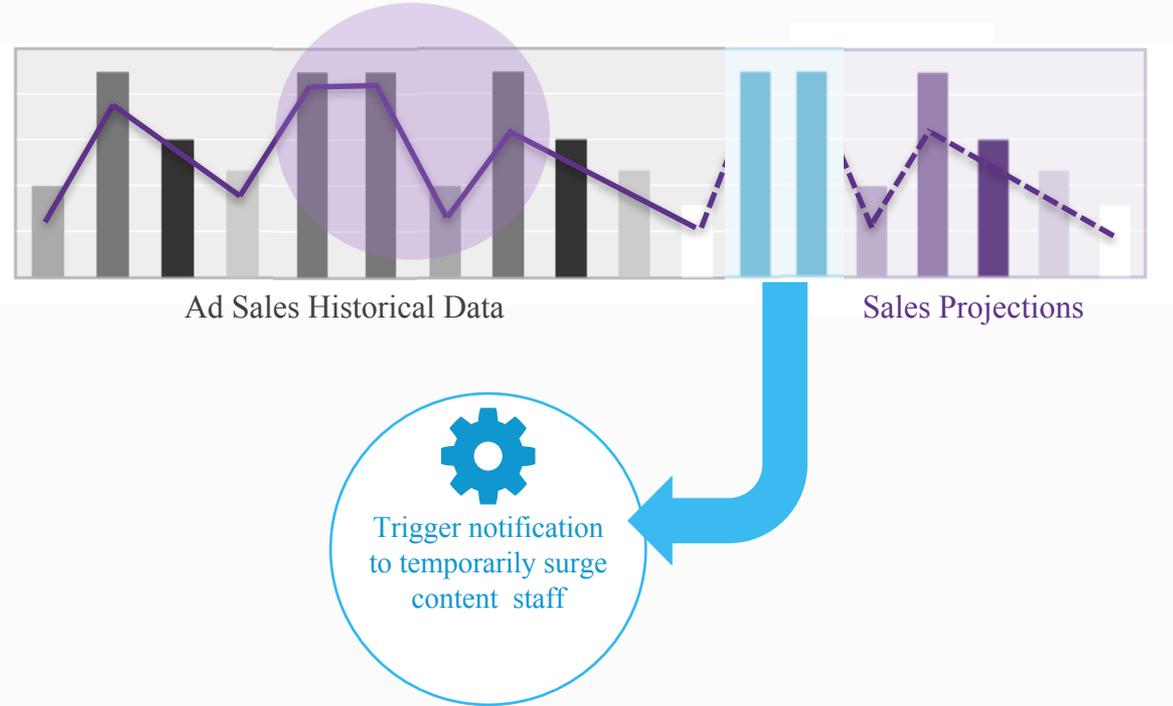


Concept #3: Insight Discovery & Automation

- Quick Base systematically analyzes Pam's historical data
- Identifies patterns
- Generates of projections
- Triggers automations based on discovered insights

Benefit: Quick Base discovers insights on your behalf and takes designated action on those insights

Pricing: Flat \$200 monthly fee to enable insight discovery and automation





Polling and Discussion Break

- Go to <https://www.surveymonkey.com/r/QBCON3>
- Take Survey

Final Q&A



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