ELMPLACESTUDIOS
CORPORATE PORTFOLIO

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PORTFOLIO OF PRODUCT MARKETING/MANAGEMENT/IT PROJECTS & BUSINESS EXPERIENCE

Version 3.5.19

STRENGTHS

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Introducing EPS ESD! [Electronic Software Distribution]

Perhaps you've heard rumors of something called ESD, and wondered what ESD is? Well I am here to tell you about the exciting new technology we have quietly been building and rolling out here at CommVault headquarters to assist in the smooth delivery of our product to customers and prospects.

For the better part of the last ten years, the only way to get the EPS software into the hands of customers and prospects was in a box. Indeed, there were some legal reasons for this; including limitations we had with the embedded Microsoft SQL licensing used for our CommServe database. About six months ago a handful of us decided it was time to think outside "the box"; we thought there has got to be a better way to scale our business model.

The first stage was driven by a new, very large customer and required us as an organization to renegotiate our licensing and distribution contract with Microsoft. A lot of black and white terms and conditions had to be negotiated and met before Microsoft would give the green light. Special thanks to our Microsoft, Legal and IT teams for making this happen.

The second stage was delivering a unique one-of-a-kind secure portal where an unnamed large financial customer could download the CommVault Simpana product in its entirety, without having to wait for us to ship them a box. Indeed, this was no small feat and required numerous internal organizations to come together.

Towards the end of part two, a light bulb went on. Why not build out this functionality for all CommVault customers, past, present and future. What benefits could we introduce by moving everything to a downloadable format?

- Faster deployment of new product and upgrades to customers
- Reduce time to market on exciting new features
- Shrink the cost-of-goods, adding profit to the bottom line
- Add value to the customer experience

Electronic distribution of the complete product set would require a technology mechanism that would allow us to distribute a package in excess of 10GB anywhere in the world at the click of a button. Legacy FTP was not capable of this task. There were certainly some hurdles to overcome:

- FTP is a point-to-point legacy download mechanism
- FTP designed for small – medium size files
- Need a scalable backend … a worldwide content distribution network

After examining numerous scalable solutions, CommVault selected Akamai as a worldwide content distribution network provider. This decision was based upon proven track record, financial viability, available GEO security options, and the fact that companies like Microsoft and VMware leverage the Akamai CDN for electronic delivery of their products.

The next step was building the e-repository of files and linking the download system to CommVault's Maintenance Advantage. Current customers with valid maintenance agreements already visit the site for all of the patches and important updates, so it seemed like a logical location to make the entire media kit available.

Before each DVD ISO file is placed for download, a series of integrity checks are performed on each file to validate the image making sure it passes a series of analysis tools. Once certified a MD5 and SHA-1 cryptographic hash is generated, giving each file its own unique hash-sum for comparison after files are downloaded from ESD site.

Over the course of the next few months, various sites were chosen for ESD testing. After validating worldwide scalability, and general all around usability, we responded to all feedback and made adjustments. In tandem numerous reviews were done

GETTING OUTSIDE THE BOX - ESD

Software is merely electronic moments that should never be held captive in a box. It becomes outdated quickly, gets stuck in distribution, comes at tremendous production cost, and delays time to market.

Migration to ESD project delivered:

- Reduction in production costs & resources
- Faster deployments & upgrades to customer
- Release & delivery reduced to days from months
- Tax benefits to new customers
- EOQ deal transactions with revenue recognition
- Tremendous cost savings and growth potential

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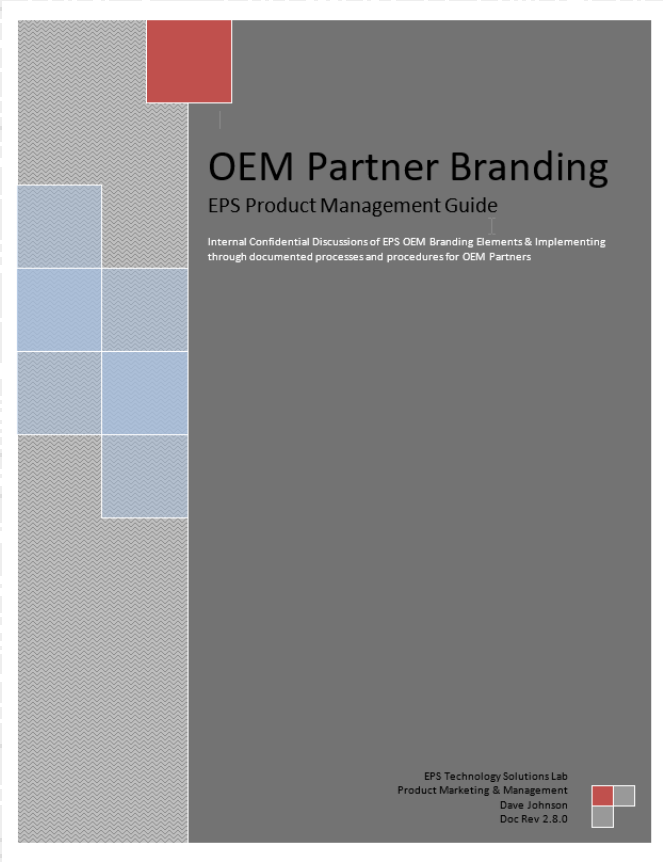
OEM PARTNER BRANDING GUIDELINES

The EPS Data Platform is an OEM software platform designed for independent licensing and customizations. Packaged and sold by nearly a dozen different technology partners, some under private label. With approximately 95 branded images and 160 data strings, the platform could be compiled and licensed in conjunction with the business development and engineering teams.

Some of the guides and documentation were written to streamline that process, getting product to market faster, adding to corporate quarterly revenues.



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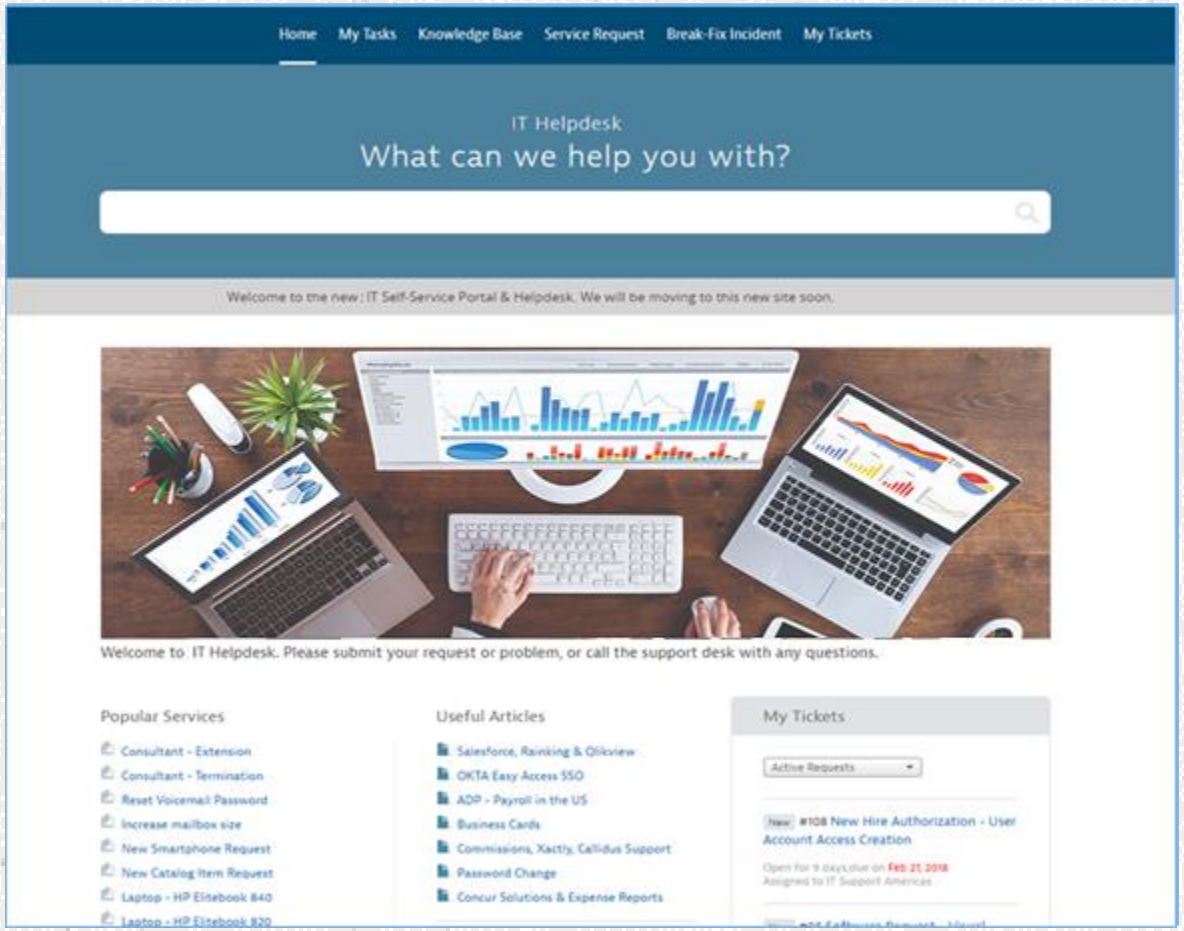
IT HELP DESK

The IT Help Desk is the pivotal interaction point between IT Service Technicians and the employees across the globe. Moving from an inherited outdated system by redesigning the backend on a new cloud platform with an informative self-service front end portal was quite the challenge. Change, even when for improved productivity, is difficult; people are naturally change adverse. Building a rip and replace from the ground up required following the ITIL framework and best practices for handling of incidents, requests, solutions, change, and resolution management. Incorporating other teams like HR, payroll and finance, also creates hurdles.

At completion, the new service model and user interaction were worth the effort. With 98% end-user satisfaction, this monster project will carry the company forward for many years.



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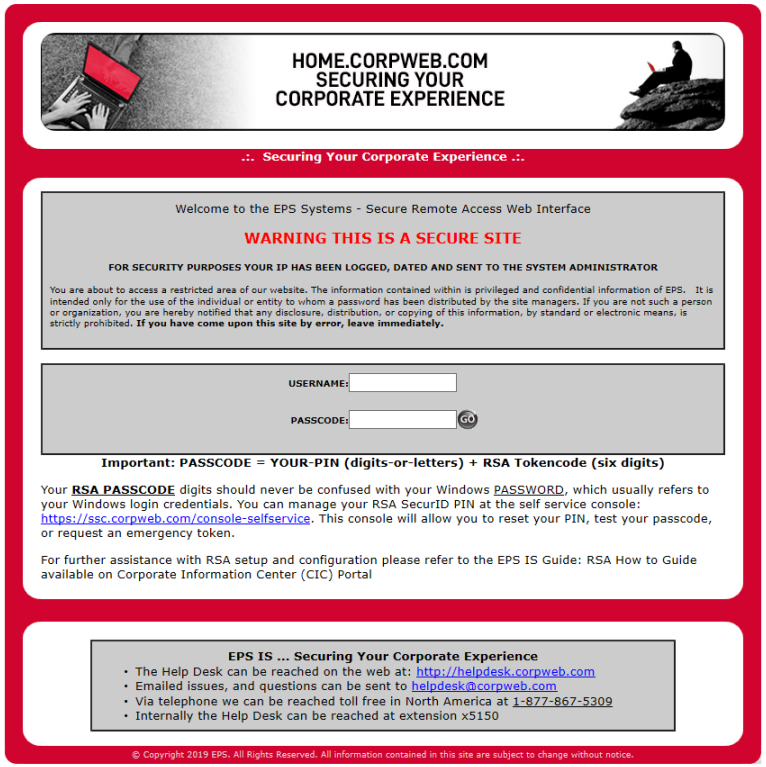
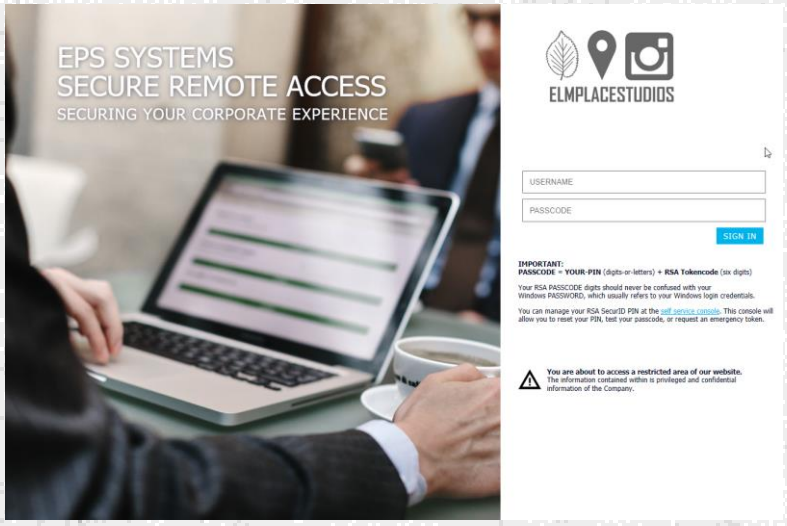
COMPASS

An onboarding microsite of informative getting started solutions and how-to guides loaded as part of the Windows startup on new hire employee laptops. This reduced initial day one call inquiries to the IT Services Helpdesk. This initial employee starting point experience was rolled out in 2012 and was updated and refreshed quarterly. Embedded analytics reported exceptional usage during the first month of employees joining the organization.

This microsite project replaced a large legacy packet of printed and often dated new hire guides that formerly had been sent to new employee.





RSA VPN SECURE LANDING LOGIN PAGE

VPN and RSA two-factor authentication historically was always perplexing to individuals in the field organization, who on occasion required resources secured inside the corporate network. To streamline that experience the RSA authentication page was rebranded to give the user a succinct message to connect securely to access the most common internal corporate resources. The complexity of RSA two-factor authentication was retired from the organization after enterprise deployment of OKTA.

Reducing the technical intricacies of RSA two-factor VPN connectivity led to a significant reduction of inquiries to the global IT Services Helpdesk.

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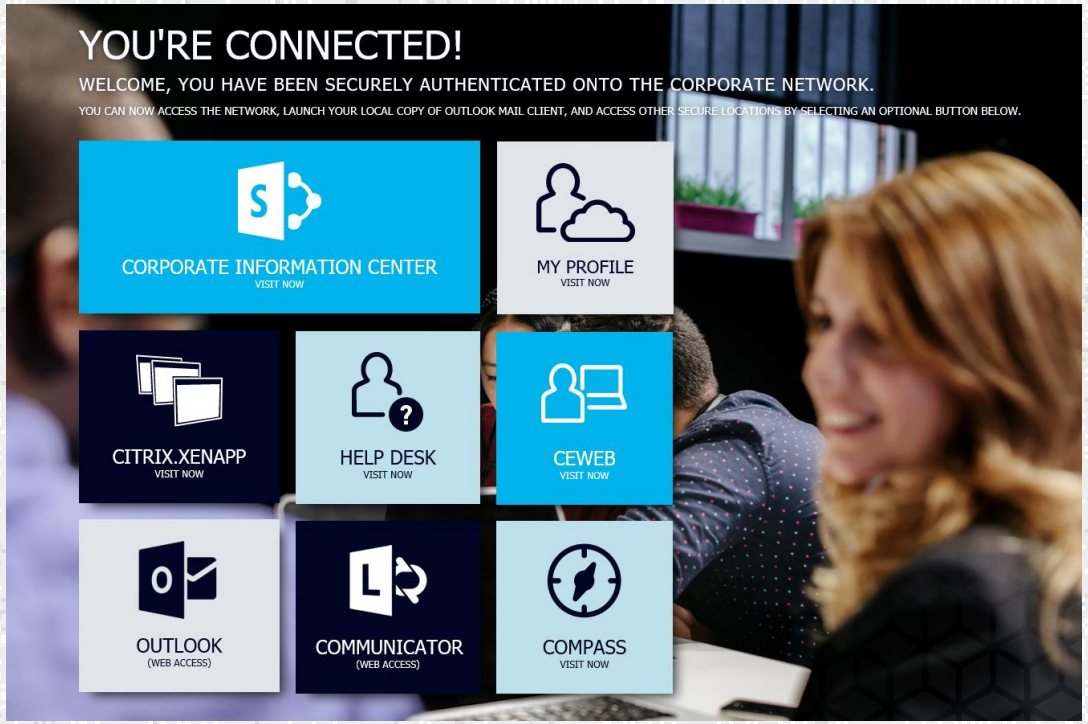

REMOTE ACCESS WELCOME PAGE

Remote access to protected corporate resources traditionally has been challenging to the less technical teams in the field, who on occasion need resources secured inside the corporate network. To simplify that experience the NetScaler authentication page was rebranded to give the user a concise message that indeed the device has authenticated, and then serve up links to access the most common internal corporate resources. This landing page, acting as a directory of internal resources localized into three varieties aligned to the three geographical lines of business in the Americas, EMEA & APAC.

Reducing the technical complexities of remote connectivity to internal corporate resources had a substantial bearing on reducing inquiries to the global IT Services Helpdesk.

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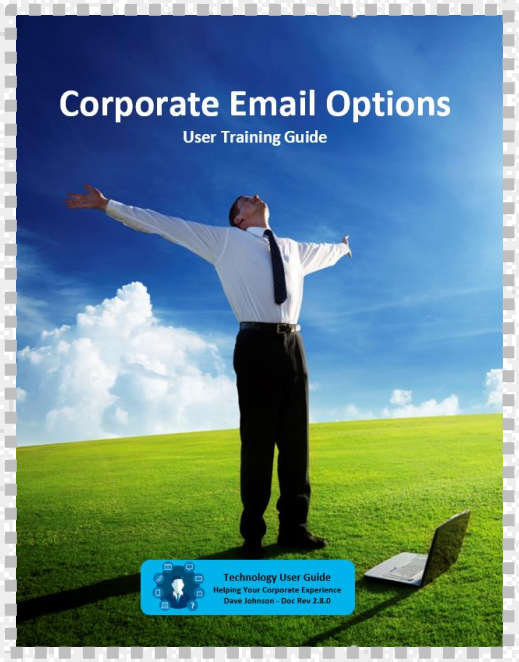
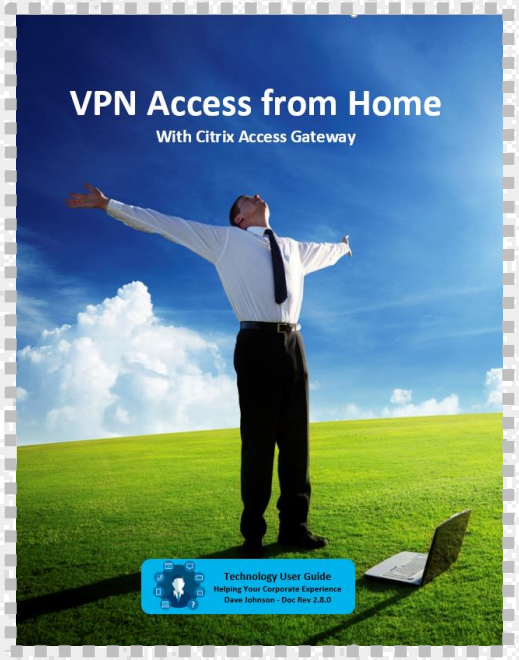
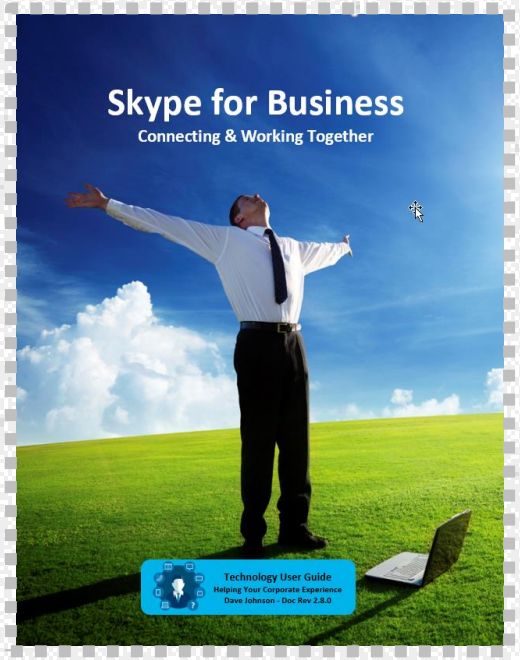
STANDARDIZED HOW-TO DOCUMENTATION

Creating a valuable employee user experience also includes concise, simple, easy how-to documentation in straightforward layman's terms instead of high tech IT lingo. Lots of step-by-step walkthrough pictures and illustrations to make the employees self-sufficient allow for increased productivity and decreased call volumes to the IT Services Helpdesk. Many of the documents have optional walkthrough videos, making it easier for users on the go.

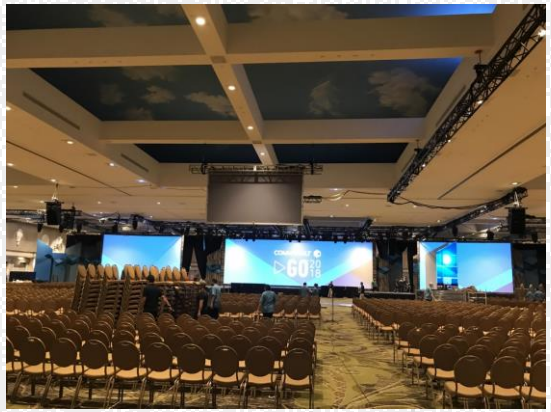


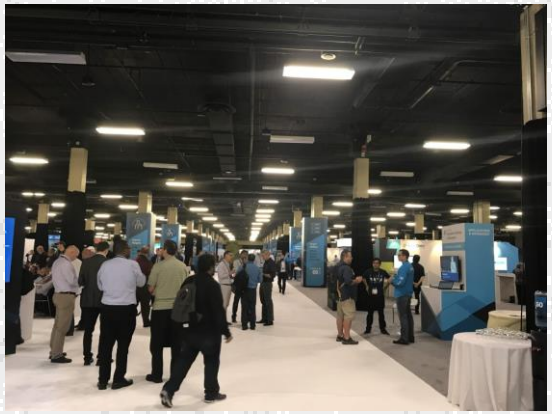




COMMVAULT GO EXPERIENCE

Served as the IT technical project leader for three years of the annual Commvault user conference. Months of planning with dozens of internal content owners and six outside vendors to execute the vision to a perfect user conference. Logistics, communication, collaboration are key elements of the multimillion-dollar experience.





Technical Logistics of Tremendous Teamwork

- 165 HP Desktop All-in-One Workstations for structured labs
- 110 Lenovo P330 PCs for educational classrooms and demo labs
- 94 HP Laptops for PODS, Demos, Stages, Breakouts, and Theaters
- 75 Network Switches & 18 Cisco Meraki switches for managing
- 11,404 Feet of Ethernet – approx. 2.15 miles of cable
- 1,653,290+ IT Team steps in 8 days (over 725 miles!!)
- Live video broadcast to over 2500 viewers in 33 countries
- 11 Professional IT Team Staff
- 1000+ IT labor hours in eight days

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SOCIAL MEDIA

Social Media is about brand and corporate amplification. These are the moments, experiences and people we are proud to call family from 9 to 5. Corporate culture is made up of the experiences in our home away from home.

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djtech @djtech
Giving back to the community. It always feels good to make a difference to a local charity. Ten refurbished corporate laptops to help the Greater Red Bank Women's Initiative for their GED/ESL partnership program at St. Thomas Episcopal. #commvaultlife #redbank #givingback

djtech @djtech
IT GO TEAM dinner day zero. About to make the the GO Experience Nashville a world of Possibilities! @commvaultlife #CommvaultGO #Commvault

djtech @djtech
Happy Holidays from your IT Services Team. #commvaultlife – at CommVault Systems Inc

djtech @djtech
Now we hear about DATA from the Science Guy we all know @BillNye Proud to have you on the big stage. Welcome to GO 2018. #commvaultGO #commvault

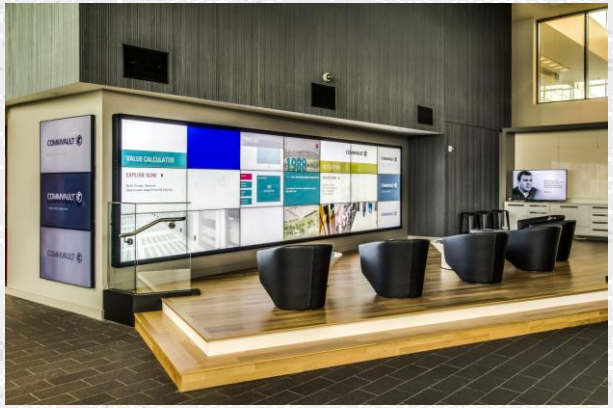
Bill Nye

djtech @djtech
Time to GO AWAY and make IT an Experience of Possibilities! #CommvaultGO #commvaultlife – at CommVault Systems Inc

djtech @djtech
Getting ready to rock the Music City. Picturing the Possibilities. #commvaultgo #commvault – at Gaylord Delta Ballroom

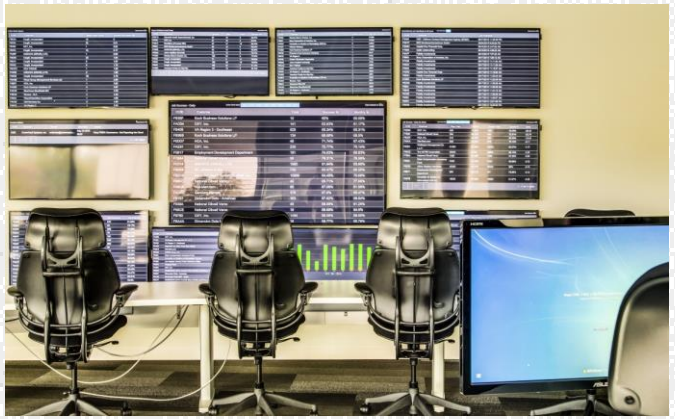
Commvault

djtech @djtech
Hats off to the world class IT & facilities professionals that make up the team behind the scenes, making the technology flawless in GO Village and the entire GO campus. #go2018 #CommvaultGo #commvault



EBC EXPERIENCE

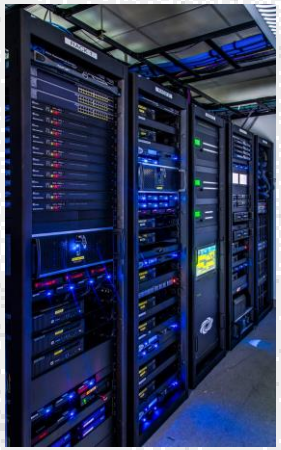
EBC – Executive Briefing Center. Managed and supported the elaborate audiovisual investment the company made in the new global headquarters by making the visitor meeting experience a wow-factor of incredible technology with crisp clean messaging.

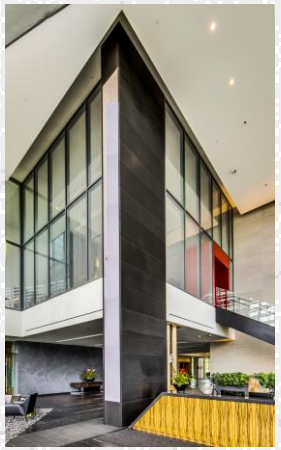


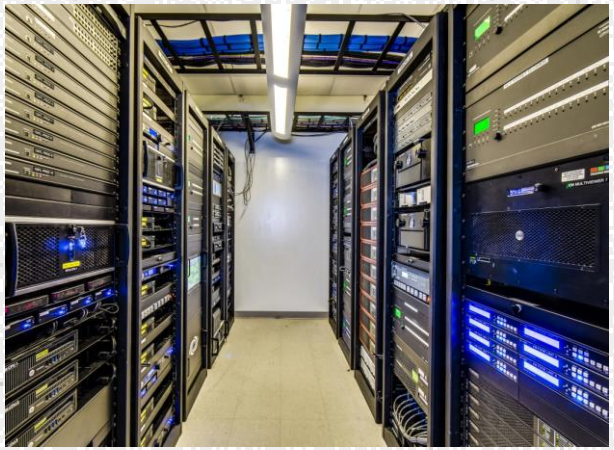
AV CONTROL ROOM & PORTAL

Managed and supported the extensive audiovisual investment the company made in the new global headquarters. The backend infrastructure allowed for a media rich immersive digital experience. Some highlights:

- 30+ meeting rooms
- 85 digital displays around campus
- 2 forty-foot touch screen video walls
- 16 Cable TV satellite feeds
- 10 IPTV encoders for internal feeds
- Streaming & broadcasting from anywhere
- 128x128 Creston switch
- TV studio editing suite







ABOUT ME

My passion is helping users and customers through simplified technology experiences to meet their demands effectively while creating a sustainable productivity balance. I produce informative, straightforward solutions with effective training materials to allow individuals to maximize efficiency.

I am proficient in providing technical solutions in diverse and demanding environments with a broad background in IT, product marketing, and product management. A proven ability to provide leadership and decisive execution of worldwide strategies and initiatives, allows me to help drive any organization forward with positive outcomes.

To explore what experience and proficiencies I can bring to you and your next opportunity, please contact me.

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THANK YOU

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