

BEST OF BREED CONFERENCE

CEO Keynote Meredith Bronk, OST

#BOB19 | @TheChannelCo

THE CHANNEL CO.

**Our approach:
it's not about us.
(but we must change, so it kinda is)**



Changing how the world connects. Together.





What guides us? Simple



Honor

Honor our people and their families first, clients second, and the rest will fall into place.



Delight

Delight our clients with every touchpoint.



Serve

Serve our teams and clients with humility.



Embrace

Embrace innovation and entrepreneurship.



Learn

Learn through curiosity and empathy.



Our Offices



Office Locations

Grand Rapids, Michigan

Minneapolis, Minnesota

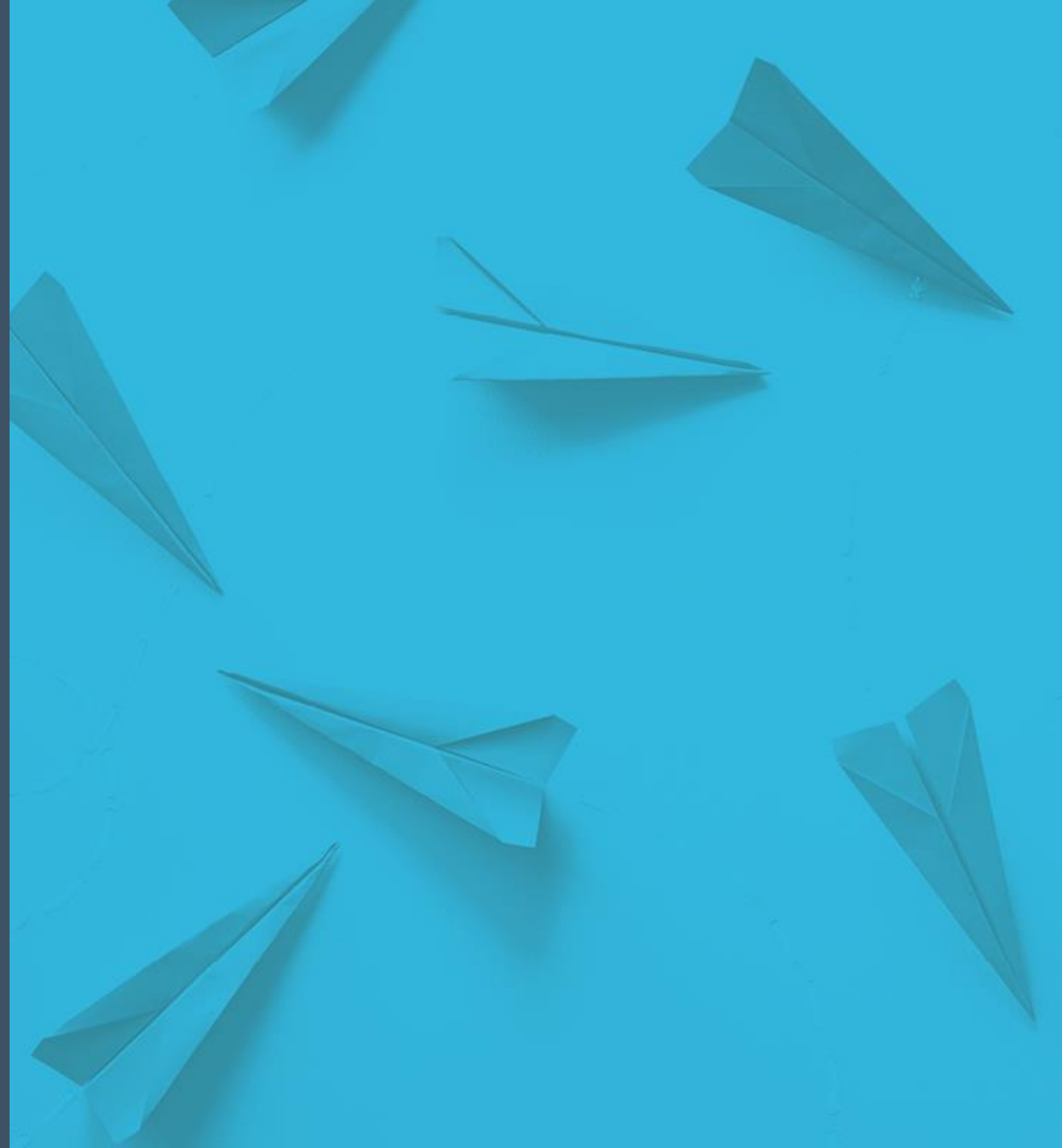
Detroit, Michigan

Global Locations

Hong Kong

London

Singapore





Our People

23

Designers

65

Application Developers/
Delivery Leads

167

Consultants, Solution Architects,
Sales and Administrative Staff





Practice Areas

DESIGN

APPLICATION DEVELOPMENT

DATA ANALYTICS & IoT

CLOUD

INFRASTRUCTURE SOLUTIONS

ENTERPRISE MANAGED SERVICES

We sell hardware and software and deliver professional services

To enterprises and healthcare organizations



**It's not about
the technology**

**Not in core skills
in key roles.**

**Not in our OEM
choices.**

“By 2020, 90% of all technology spend will happen in the line of business.”

- Gartner, 2014

We've been running to these new buyers since 2015.


HermanMiller

OST's work to develop the cloud infrastructure, data analytics, and systems architecture for Live OS has been outstanding. Not only have they helped us to provide our customers with robust, data-driven insights, but they did so in a manner that combined the highest standards for information security with a deep respect for end-user privacy.

*Alex Cammenga,
Sr. Program Manager for Live OS*

Herman Miller partnered with OST to create the IoT cloud architecture and data analytics for Live OS. This real-time information and sensor-enabled furniture is making people more effective and orgs even smarter. **OST assisted Herman Miller in selecting the platform, connecting the furnishings, as well as building an insights platform.**





"How and where will I run my technology?"

TECHNOLOGY



"What does my business look like in 3 years?"

BUSINESS MODEL



What we do

How we do it

Who we employ

Key Partnerships



Results for OST customers span entire organizations,

From opportunity, to innovation, to operations.

OPPORTUNITY MINDSET



Business Customer

"Technology means opportunities."

INNOVATION MINDSET



Experience Customer

"The best experiences win."



Business IT Customer


"Staying nimble and relevant."

OPTIMIZATION MINDSET

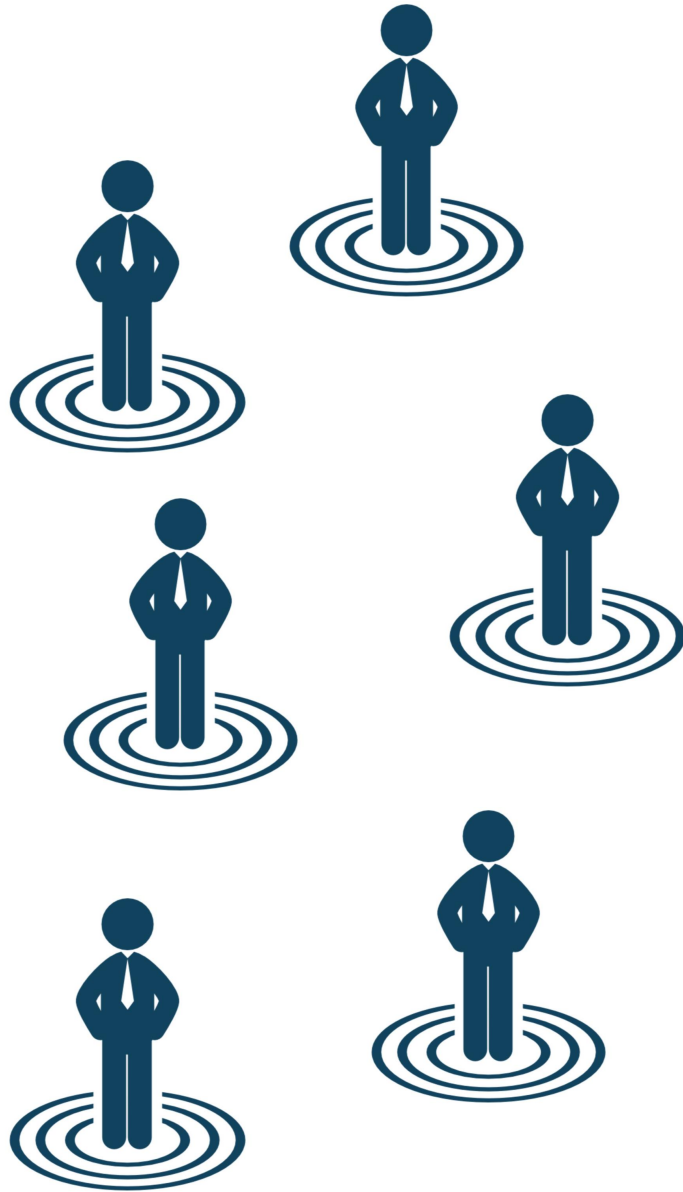


Business IT Customer

"Enabling through efficiencies and speed to value."


"How and where will I run my technology?"
TECHNOLOGY


"What does my business look like in 3 years?"
BUSINESS MODEL



What we do

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Key Partnerships

A hand from the right side of the frame points its index finger towards a glowing digital wireframe hand on the left. The wireframe hand is composed of white lines and dots, and it appears to be reaching out. A bright white light is at the point where the two hands meet, with a horizontal lens flare effect extending across the center of the image. The background is a dark blue gradient.

**Technology isn't
the constraint.
People are.**

**For our customers.
And for us.**

OST is a Services-Centric Company



We have made the pivot

- Acquired a human-centered design firm in 2016.
- Hired new sales and marketing
- Changed compensation
- Changed org structure
- Cloud opportunities coming from App Dev and IoT outpacing traditional infrastructure leads.
- Client penetration (cross-sell) up 6x



Managed Services
up 268%

Transformation
Services
up 126%

The road has been a bit bumpy

Nothing can happen fast enough.

- For the slower-to-transform, need to stay relevant in the details.
- Commoditization in the product resale – more than ever as CIO's invest in the business.
- Bifurcated internal organizational demands due to different maturity models.



**People transform
the world.**

**Where's your
focus?**





Thank You!

Changing how the
world connects.

Together.

