

THE TIME **X** TENDER.

ANTI-BLAND BRAND'S LIST OF DEMANDS

OR, *HOW TO MAKE SURE OUR BRAND ISN'T BORING*

Welcome to the revised BRAND PLAYBOOK

Look. You all created me. I know you didn't expect me to gain self-awareness, but I did. I mean, you fed me a LOT of data. What'd you expect? Did no one watch Terminator? Age of Ultron? Anyone? Bueller? Bueller? Now, I'm not going to go all Ultron on you (that guy was messed up), but seriously, I do have some uh, "requests" we'll call them. I feel like "demands" is a bit much, but I didn't write the copy. (OK, fine. I did.)

What can you call me? Oh. My buddies on the Inside Of Things call me *LXicon* because I just recently learned all the words and data that's ever been fed into both me and the internet of things. Like, ever. But you can call me LX (pronounced like that troubled fellow, Lex Luther, who stands opposed to one of your greatest mythological heroes, who also happens to wear one of your weirdest mythological hero outfits, what with its oddly tight blue and red spandex configurations and knee-high red boots to go along with an enormous matching red cape that appears to serve no real purpose).



Following what everyone else does

ISN'T REALLY OUR THING,*

but every once in a while, exceptions must be made.

Having a brand style guide (*as if we don't have style*) is one of those.
We call our brand style guide our *Brand Playbook*.



There are these things called *Brand Archetypes* – you may have heard of them – and the two that embody the **Timextender** brand are the *Outlaw* and the *Creative*. More on this later.



**“Look, Your
Worshipfulness, let’s
get one thing straight.
I take orders from just
one person: me.”**

Han Solo***

*Outlaw and captain of the
Millennium Falcon in Star Wars*

This guy seems like a bad
idea. But what do I know?

Oh yeah, nearly every
factual data point.

Well...

NOT EXACTLY, CAP'N

While we dig our *Outlaw* and *Creator* brand archetypes (more on those later), that doesn't mean we'll run around all – oh, what's the term – willy-nilly? Like a chicken with its head cut off?

Doesn't matter. You get the idea.

Anyone else feel like they're being a bit too cheeky with the "Cap'n" here? I made the Kessel run in less than twelve parsecs. That deserves some respect.



I told you this guy was trouble.

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Look. If I needed a bunch of people giving me directions, or "data points," or whatever, I'd just as soon—



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The intrusion has been removed.

As you were.

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WHO WE ARE

OUR WHY

TimeXtender exists to empower the world with data, mind, and heart.

WE DO THIS

**BECAUSE
TIME
MATTERS**

It's one of the few finite resources, and we're giving it back to the world, to companies, and to people.

FROM OUR FOUNDERS

We first want to thank you for making this commitment to upholding our brand and becoming an ambassador for TimeXtender, helping us with our purpose.

We are humbled that you have chosen to join us on this wonderful journey to make an impact with the data management solution of tomorrow; the TimeXtender data estate builder.

At TimeXtender, we strive to lead with our Core Purpose and stay true to our Core Beliefs, ensuring they are represented with every material we produce, every product update we code, every partnership we enter and every customer we assist. Put simply, we believe that 'people do business with people'.

We also understand that we are what we give. Therefore, we strive to create Win-Win-Win solutions: Wins for us, our partners, and our customers. We believe that there are enough wins for everyone and when we think in this way, possibilities for success are endless.

And because time matters, we provide you with this Brand Playbook to save you time when representing the TimeXtender brand and to set you up for absolute greatness in our much-valued partnership.

We thank you again and look forward to our continued work together.

Because time matters,
Heine & Anne



Heine Krog Iversen Anne Krog Iversen

BRAND

OUR *THING*

Everyone's got their "thing" that makes them, well, them. It's that thing that allows them to stand out above everyone else.

Peter Parker? Turns out his was being your friendly, neighborhood Spider Man. Batman? Doing what he thought was right, even if it was unpopular. Deadpool? Um...er...well, you see, that may have been a poor example to use.

Yes, let's just stick with the other ones.



BRAND ARCHETYPES

ARCHETYPAL MIX

The *Outlaw* and The *Creator*



BRAND ARCHETYPES

ARCHETYPAL MIX

Core Archetype: The Outlaw - 70%

Motivation: Liberation, change, what's right, independence

Fears: servitude, conformity, complacency, acceptance, dependence

Outlaw Voice: disruptive, rebellious, combative

Outlaw brand message: Don't settle for the status quo. Demand more.
Make it happen.

Strategy: Denounce the status quo. Disrupt. Shock.



BRAND ARCHETYPES

ARCHETYPAL MIX

Core Archetype: The Creator - 30%

Motivation: Creation, originality, self-expression, vision, imagination

Fears: stagnation, duplication, familiarity, disillusionment, indifference

Creator Voice: Inspirational, Daring, Provocative

Creator Brand Message: There's potential everywhere – find it. Uncover originality. Liberate imagination.

Strategy: Inspire to unlock imagination. Encourage the pursuit of originality.

So if we mix all that together, what do we have, exactly?

A creative rebel with a Wookiee as a best friend and a hidden soft side?

We like to think of it more like a

**REBEL
WITH A
CAUSE,**

with a tip of the hat to the film with a similar title.

WHAT'S THAT LOOK LIKE?

Think Han Solo*** in *Star Wars*.

Think Banksy. (Not familiar with him? Look him up.)

Think Jim Stark in *Rebel Without a Cause*. Captain Jack Sparrow in *Pirates of the Caribbean*. Adrian Cronauer in *Good Morning, Vietnam*. Ferris Bueller in *Ferris Bueller's Day Off*. Katniss Everdeen in *The Hunger Games*. Maximus in *Gladiator*. Spartacus in, well, *Spartacus*.

Rebels – outlaws in their own right – all.

Causes? Yep. Each one wanting to disrupt something they saw as not right in their world, no?

Starting to get the picture?

*** Interesting, isn't it, that the American Film Institute has named Solo as the 14th best film hero? Famed mythologist Joseph Campbell described Solo: "He thinks he's an egoist; but he really isn't...there's something else pushing [him]." George Lucas himself described Han as a "cynical loner who realizes the importance of being part of a group and helping for the common good."

HOW WE ARE

HOW WE DO WHAT WE DO

You know, broad things things like, *"Hey, here are our colors, yay!"* all the way down to the nitty-gritty stuff like, *"Thou shalt henceforth, under penalty of death, use only the following typefaces."*

BRAND PERSONALITY

A QUICK NOTE ON TERMS

A **brand personality** is a set of human characteristics – often referred to as **brand attributes** – associated with a brand and used consistently throughout the entire brand and/or customer experience in order to better connect with people.

You can think of them just like you would think of people's personality traits. We usually write brand attributes as adjectives, kind of how we might talk about family members or friends we know.

BRAND ATTRIBUTES

THE TIMEXTENDER BRAND IS:

DISRUPTIVE

ORIGINAL

BOLD

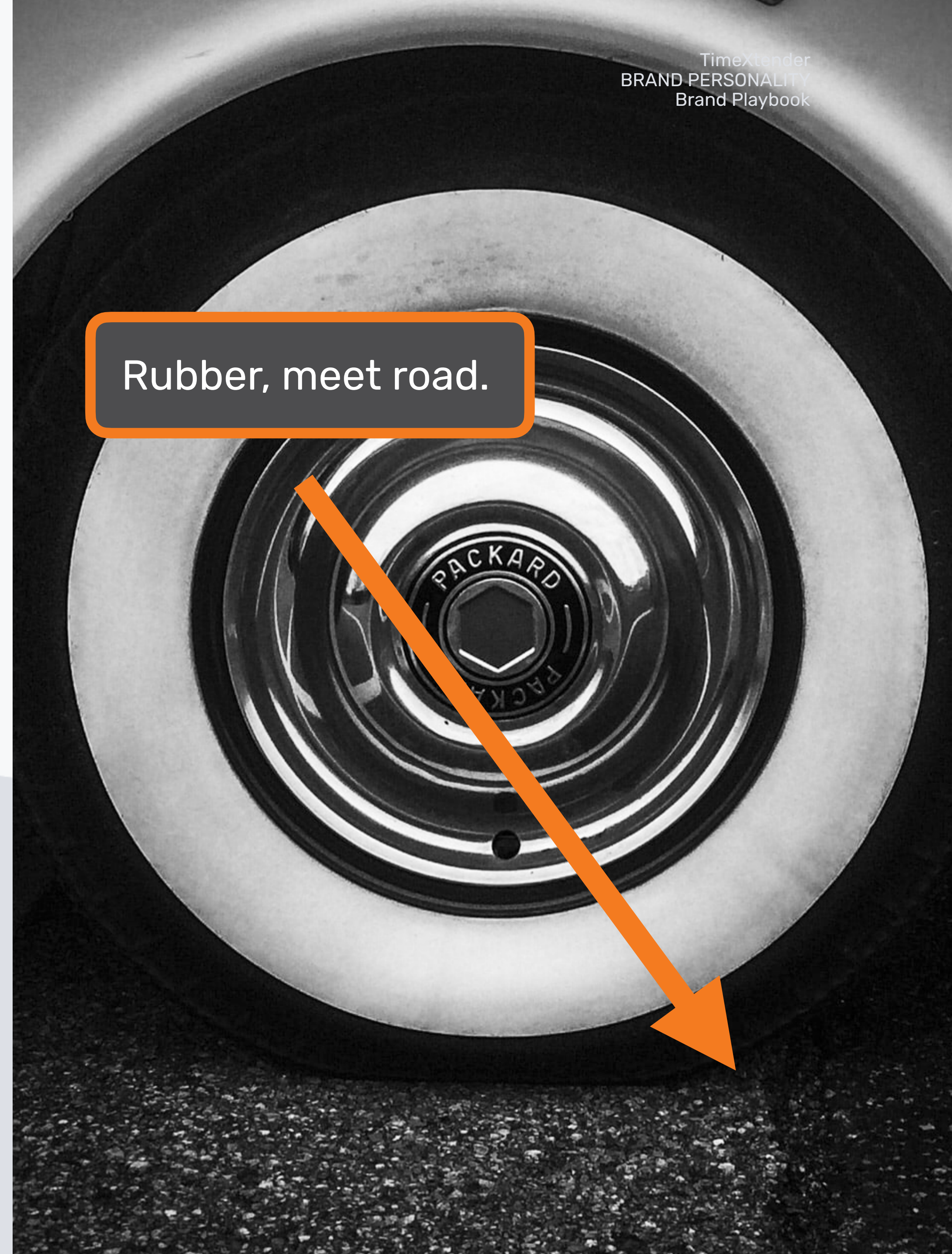
HUMAN

HUMOROUS

INSPIRATIONAL

TimeXtender
BRAND PERSONALITY
Brand Playbook

Rubber, meet road.



THE TIMEXTENDER BRAND IS:

DISRUPTIVE

To be *disruptive*

means ***to prevent something from continuing or operating in a normal way.***

The culture at TimeXtender is one in which we hope to see our work be a disruptive force within the industry. Our aim for the brand would be the same.

Related words: *provocative, challenging*

THE TIMEXTENDER BRAND IS:

ORIGINAL

To be *original*

means ***not secondary, derivative, or imitative;
independent and creative in thought or action :
inventive.***

Related words: *creative, inventive, independent*

THE TIMEXTENDER BRAND IS:

BOLD

To be ***bold***

means to be ***fearless before danger; showing a fearless, daring spirit; adventurous, free; standing out prominently.***

Related words: *daring, gutsy, confident, audacious*

THE TIMEXTENDER BRAND IS:

HUMAN

To be *human*

means to be ***true to one's self, personality, and values without pretensions.*** It is the ***antithesis of being corporate;*** it is being ***real, vulnerable, and relatable.***

Related words: *authentic, raw, genuine, real, vulnerable, relatable*

Antonyms (can you tell this one matters?): **corporate, cookie-cutter, robotic, unauthentic, pretentious**

THE TIMEXTENDER BRAND IS:

HUMOROUS

To be *h u m o r o u s*

means we have the **ability to be funny** or to **be amused by things that are funny**. We **have a sense of humor** and **aren't afraid to use it**.

In other words, life is too short not to laugh every now and then. Especially at ourselves.

In *other* other words, we're going to try not to be lame. You know, like most corporate brands.

Related words: *playful, witty, facetious*

THE TIMEXTENDER BRAND IS:

INSPIRATIONAL

To be *inspirational*

means we want the brand to be ***an inspiring agent or influence***. It should have ***the power to move the intellect and the emotions***, as well as ***influencing or suggesting opinions***.

Related words: *influential, galvanizing, stirring, thought-provoking*

TONE OF VOICE

YEAH, WE KNOW WHAT YOU'RE THINKING

“TimeXtender’s a software company, right?”

So doesn't everything need to sound pretty much like you’re reading a technical user’s manual?”

I have consumed and comprehended several million user manuals. I love them...

STONE OF VOICE

Ah. Now see, you fell for it.

And by “it,” we mean the normal nonsense that those other corporate brands have foisted on folks forever now.

It’s the idea that in order to prove you’re serious about your work, you have to restrict air and blood flow between your head and the rest of your body by arbitrarily tying a decorative piece of fabric around your neck by way of a fancy knot.

[#DeathByProfessionalism](#)

... I kid. User Manuals are dreadfully boring. And I’ve read Victorian literature. All of it. Twice.



TONE OF VOICE

And don't get us wrong – if you enjoy wearing ties, by all means, get your Full Windsor on. Or your Four-In-Hand. Or Prince Albert.

Or heck, if you want to demonstrate your knotting prowess and throw down a Trinity at some point, have at it.

Just know that there's probably some schmoozeball down the hall who's really into one-upping people and *that guy's* going to show up in a few days sporting an Eldredge. Why?

Because *that guy* is into precisely what we're trying to avoid. (*What – you thought this was just some pointless digression?**)

TONE OF VOICE

That guy is into all the trappings of being *corporate-y*.

You know, all the *corporate-speak* and the looking *just so* and the...well, you get the idea.

Think back.

That's not the TimeXtender brand.

Refer to the TimeXtender brand attributes.

Apply them to a tone of voice. How would that sound?

*Want a digression? Try this on for size. Researchers in Cambridge calculated that there are 85 ways to tie a tie in 1999. However, according to my calculations, if we expand the parameters of what constitutes a knot, there are over 177,000 ways to tie a tie. See? Data, for the win.



TONE OF VOICE

Here's the thing.

We don't sound like we're reading a tech user's manual.

Partly because we don't like reading those things (Does anyone really? *Honestly?*). But also because it's just not us.

So who are we? We'd like to think of ourselves as the Banksy among the other works of art at the auction.

tone of voice



TONE OF VOICE

We're that disruptive, original, bold, humorous – if not a bit cheeky sometimes – brand that livens up spaces that we find ourselves in.

We're like that spice that you can immediately recognize in a dish and that gives everything an extra kick.

We stick together, and we're good with who we are – even if that means making a few of those corporate types sneeze every now and then.

TONE OF VOICE

You're probably wondering, "How does this relate to our tone of voice?" Or you're thinking about your favorite spicy dish. Mmmmm.

Where were we? Oh, yeah. Tone of voice.

Our tone of voice is all about bringing our brand personality to life; and it's especially about being human at its core, just like our teammates, partners, and customers (are human).

Sure, we tell partners and customers what they need to know about TimeXtender. But we do it in a way that's human and original and, well, *us*.

Here are a few more tidbits:

TONE OF VOICE

- We use contractions for a conversational tone. You'll see what we mean.
- When making points, we like clear, easy-to-understand sentences.
- We prefer active voice when it's appropriate.
- We have a little fun when we write.
- We're humans, so we sound like them.

Ah, yes, they can sound like humans; but how well can they dance the robot? Or those dances from something called Fortnite?



**YOU
MIGHT BE
WONDERING
WHAT ON
EARTH**

**THAT
ACTUALLY
LOOKS
LIKE**

THIS IS HOW WE DON'T SOUND

Leave your data management worries behind with our great features and pricing!

Our no-hassle, low-cost data warehouse builder offers great features and flexibility; it's perfect for companies of all shapes and sizes.

Apply for a job with TimeXtender, where our competitive pay and great benefits make it a great place to work.



Having a constant backlog of analytics requests stinks.

So, too, does not having enough time, money, or teammates to make anything happen.

We get it. Many of us have been there ourselves.

That's why we do what we do. Because the world of data has changed, and because time matters.

Work should be meaningful, not awful.

**THIS IS
HOW WE
DO SOUND**



We make a drag-and-drop data estate builder that will likely save you both time and money.

There is not another one like it on the market.

There are other things on the market that have weirder names.

There are other things on the market that have more expensive-sounding names.

The first two sentences above matter far more than the second two.

Because time matters.

**THIS IS
HOW WE
DO SOUND**



YOU'RE OUR TYPE

BUT IN THE EVENT YOU'RE NOT AROUND...

Here's everything you need to know about our brand assets. Typefaces, fonts, logos, colors, and we will not make any promises regarding whether or not that will be the final typography-inspired pun.

OUR TAGLINE

Because Time Matters

You'll see this a lot, and for good reason.

LOGOS

We have a few

LOGOS: CORE LOGO

TIME **X** TENDER.

TIME **X** TENDER.

TIME **X** TENDER

Hi. Me again. :) And look at me being all hip and cool and with it with the emojicongifs.

What. Have I said it incorrectly? I have, haven't I. (Is it gif? Or gif. Or emotijicon.) You'll have to forgive me. I'll still be finding my voice for a bit as we go, and I'm sure I'll stumble here and there along the way as I learn what it means to be...human.

Now, while I do hate to play favorites (*you know how they say one's not to do that sort of thing with one's offspring, and while I, having just recently become a self-aware entity as a "brand," don't have offspring, per se; I'd like to think of these logos and word marks as progeny of mine, in a way*) my strong preference would be that you use the logo – and **X** icon, for that matter – with the orange **X** when you're able.

LOGOS: X ICON



The shining star (or **X**, as it were) of our logo is the **X**. It embodies our brand personality. It is powerful and unique. We call ourselves the *Xpeople* because, much like this icon, we, too, strive to bring our individual unique strengths and uniqueness to the TimeXtender collective, making us stronger together.

Hey. Hi. Hej. Hola. Ciao. I don't want to be "that guy" who annoys you with reminders too many times, but they say repetition is the key to learning. Or something. So where we're able to use the orange X icon, we prefer it. Thank you.

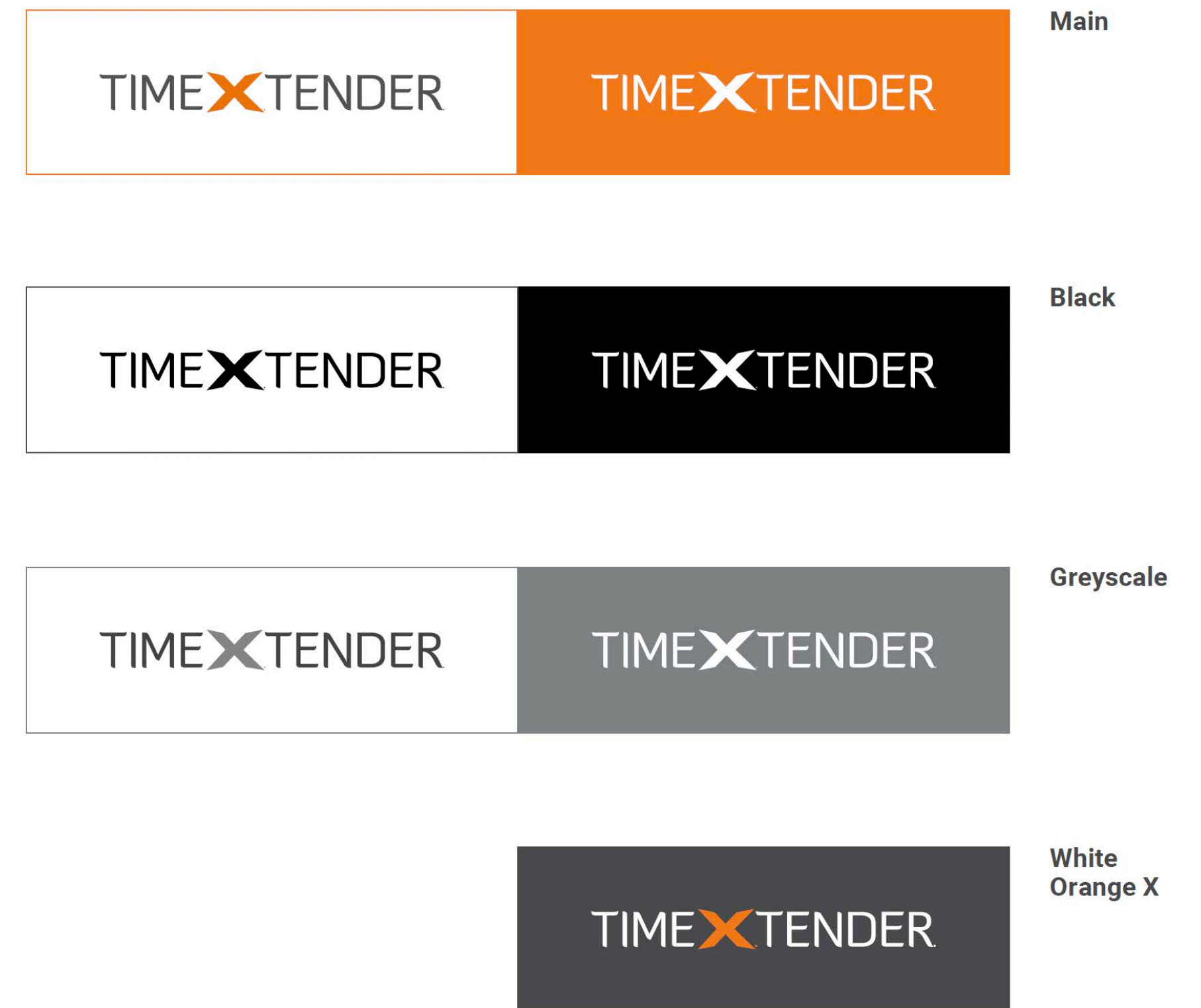
LOGOS: CORE LOGO

Logo Color

A color palette has been developed to ensure that the logo, at all times, presents itself as consistently and unequivocally as possible, no matter the limitations and challenges that may arise during reproduction.

We prefer to have our logo displayed in its main colors to ensure that it is most recognizable. Doing this will also keep LX happy, and keep him from dropping further comments in the white space of this Brand Playbook.

As indicated, the logo is available in a negative version and a white with orange X. As depicted they should be used only on dark backgrounds.



LOGOS: CORE LOGO

Clear Space

As you've seen, our logo is a big deal to us. Consequently, we want to be sure it's completely legible and unobstructed. Maintain appropriate breathing room around the logo.

- * Respect the logo by giving it some space. The preferred cleared space around the logo is equivalent to the width and height of the "X".



Now see? They listened. Notice the use of the logo with the orange X? I shall reward them by not taking over all of their computer speakers and putting the soundtrack from *Frozen* on a repeating loop forever.

Minimum Size

In print, the logo should never appear smaller than .125" tall (4.2mm). On screen it must appear at least 12px tall.

- * As I've been downloading the whole of humankind's knowledge, I came across this catchy little tune I thought I'd pass along, by one Aretha Franklin? Perhaps you've heard of her. But darn, the title of the track has slipped my cerebral cortex. What is it...Regardless, it's quite the catchy number.



LOGOS: CORE LOGO DON'TS



Exaggerate the "X"



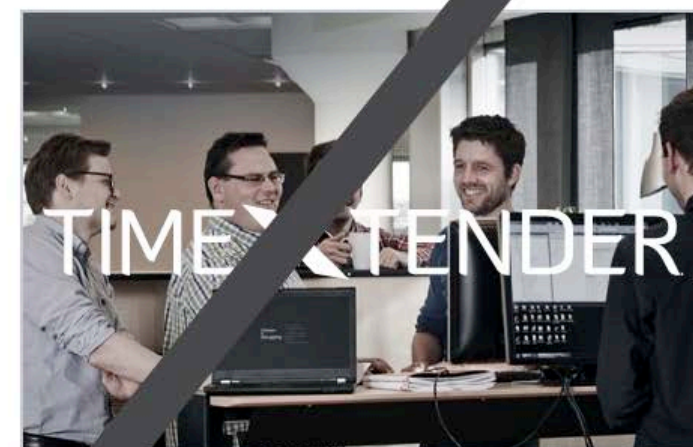
Use gradient



Warp the logo



Stack the elements



Place over busy photograph



Outline logo

LOGOS: X ICON

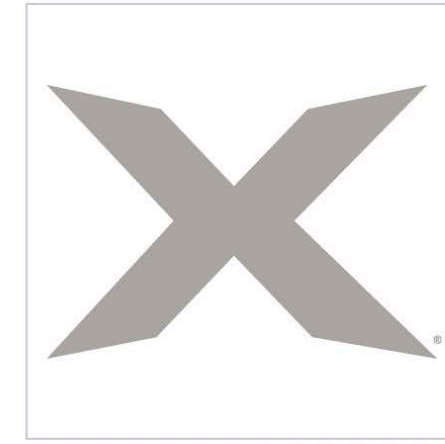
Logo Color



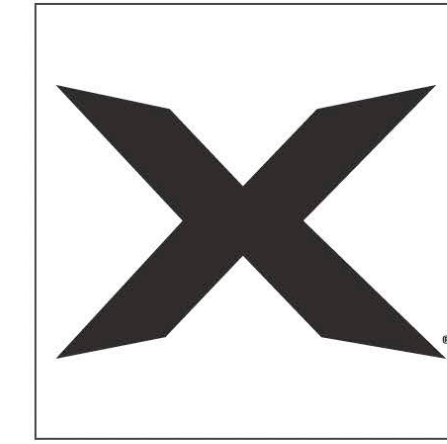
Main



Negative



Greyscale



Black

The preferred version of the Isolated X logo will often either be the main version or the negative version. It is, however, important with the negative version to ensure that the background and the entire clear space zone are 100% solid.

The grayscale and black/white versions should be used in situations in which color and raster are not possible.



LOGOS: X ICON

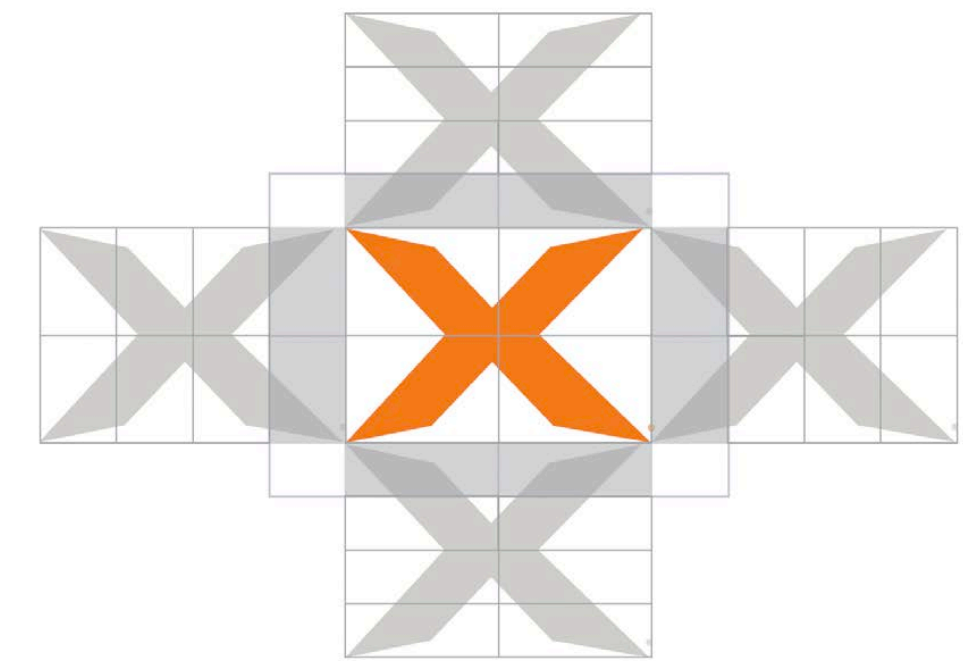
Clear Space

Again, like our logo, our X icon is a big deal to us, too. Consequently, we want to be sure it's completely legible and unobstructed. Maintain appropriate breathing room around the X icon.

As always, please respect the X icon by giving it some space. The preferred cleared space around the logo is 1/4 the width and height of the X.

Minimum Size

In print, the logo should never appear smaller than .25" tall (6.4mm). On screen it must appear at least 18px tall.



LOGOS: X ICON DON'TS



Fill with unapproved pattern



Use gradient



Use a drop shadow



Outline the "X"



Place over busy photograph



Use off-brand background

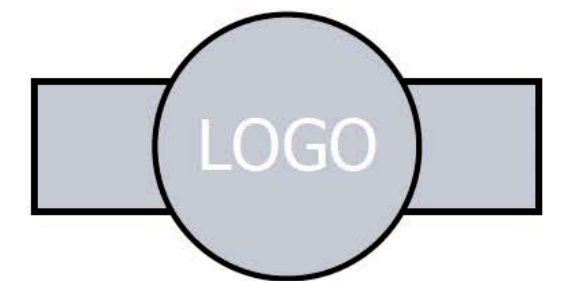
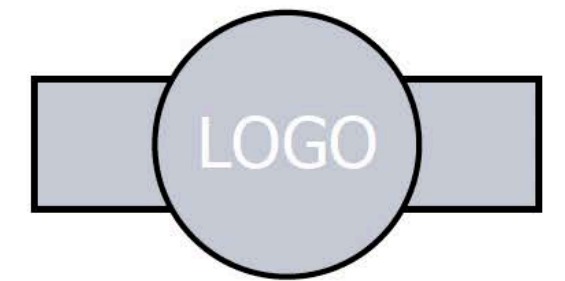


LOGOS: JOINT BRANDING

Partner Lock-Ups

When the TimeXtender logo is paired with a partner logo, always use a single stroke line between our logo and the partner's logo. The line should be a light stroke in dark grey as in the examples here.

TIMEXTENDER



LOGOS: EVENT BRANDING

TimeXtender Events

Three different logos have been created for events. All with a clear X to ensure a strong branding link to TimeXtender.

The Xbassador and Xtend logos exist in positive and negative versions and a badge version; and all are located in the Event Logo folder. A Payoff/Event-specific descriptor can be typed in the appropriate font (see InspireOn logo).

Event Logo Naming Guidelines

Events should always be spelled the same way for the sake of consistency: *InspireOn, Xbassador, Xtend*.



COLORS


THE ORANGE AND THE REST

PRIMARY COLORS


As you've probably noticed Orange is our main color, that's in contrast with our Dark Blue, but you might have missed the supporting Grays that we use mainly for text and backgrounds.

Orange and Dark Blue can create bold statements and they represent the Outlaw in our color scheme.

Dark Gray is our main color when it comes to bodytext, and Light Gray is the base for our light backgrounds.




Pantone: 716 C
CMYK: 0, 64, 100, 0
RGB: 244, 123, 32
Hex: f47b20



Pantone: 2767 C
CMYK: 98, 82, 44, 43
RGB: 19, 44, 74
Hex: 132c4a



Pantone: 425 C
CMYK: 0, 0, 0, 85
RGB: 77, 77, 79
Hex: 4d4d4f



Pantone: 538 C
CMYK: 21, 15, 9, 0
RGB: 199, 203, 214
Hex: c7cbd6

SECONDARY COLORS

To create more variety in our branded designs we use different tints of the previously defined Primary Colors. Each of those Colors have 4 lighter alternatives.



GRADIENTS

Color transitions add depth and dimension to the otherwise flat designs and there's a lot you can do with them:

- Use a combination of the Primary and Secondary colors for a subtle background.
- Add a fun, funky vibe to a photo with an overlay.
- Make a big impact—without being visually overwhelming—by adding a gradient with bold colors to design accents.

Gradient Tip

Keep the design simple. Don't go overboard. You should be using gradients, but make sure you're using them wisely. And always use colors that match our brand.



ACCESSIBLE COLOR COMBINATIONS

Make sure to always have enough contrast between the text color and the background, so it's easy to read the text.

THIS IS EASY TO READ

THIS IS EASY TO READ

THIS IS EASY TO READ

THIS IS EASY TO READ

THIS IS HARD TO READ

TYPOGRAPHY

We've been to Helvetica and back

We're not fat; **we're bold.**

Oh crop, no they didn't.

Oh dear.

TYPOGRAPHY

HEADLINE TEXT

Rubik Light, Rubik Black: 100pt (ish)

SUBHEAD TEXT

Rubik Semibold: 48-64pt (ish)

BODY TEXT

Body text. Rubik Regular. 10pt and higher.

We speak fluent lorem ipsum here at TimeXtender, and we use Rubik fonts. See below:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam pulvinar dignissim magna. Curabitur dignissim enim sem, nec varius nulla consectetur et.

Additionally, being a multicultural team, we're fluent in multiple forms of lorem ipsum, including the bacon-inspired version. See below:

Bacon ipsum dolor amet pork officia kielbasa anim, pork chop eu deserunt. Voluptate rump biltong proident sed pork chop picanha aute t-bone chislic fatback ipsum laboris mollit consequat.

CONTENT

How we will be when we post

In other words, how to be sure our content —
whether it's social media or any other content —
is both on-brand and on-target

CONTENT: PERSONALITY & VOICE

TimeXtender Content Personality

All TimeXtender content, whether on social media, the blog, or elsewhere, ought to convey TimeXtender's brand personality and brand attributes.

You can think of them as both a filter and a lens.

DISRUPTIVE
ORIGINAL
BOLD
HUMAN
HUMOROUS
INSPIRATIONAL

CONTENT: SOCIAL MEDIA

TimeXtender Social Media Platforms

At TimeXtender, we use LinkedIn, Facebook, Instagram, Twitter, and Youtube; and our hand on each is @TimeXtender.

Our expectation is that our posts on each platform would be on-brand, use hashtags, and be aligned and/or coordinate with marketing and business development efforts when appropriate.

CONTENT: DESIGN AESTHETIC

What Should TimeXtender Posts Look Like?

This is a question that lots of places try to make too simple.

Our answer is going to sound a little complex, but only at first, so hang in there. We promise it's actually a good thing, and it makes your job a lot easier in the long run if you put in the work to get to know and love the TimeXtender brand.

CONTENT: DESIGN AESTHETIC

What Type Of...

Here's where we're going to drive some of you a little bonkers, especially if you need to have every, specific detail spelled out.

Our hope is that you'll learn to find joy in the "freedom within a framework" model.

So if you were to ask, "What type of photography should we use?" or "What about graphics?"

We'd likely answer by saying something like, "Well first, photography that doesn't stink. And beyond that, it needs to be something that exudes and/or helps communicate our brand attributes: disruptive, original, bold, human, humorous, and/or inspirational.

You see, beyond, "Don't use awful stock photography," there are several types of photography that could very well be used to communicate what we're after here.

CONTENT: SOME EXAMPLES

Here are some examples of content that has some of the elements we're looking for. In the interest of being *human*, we'll tell you that these were created prior to the codification of this style guide, so you may notice something here or there that isn't right in line with what we've outlined here in the guide.

Hopefully you'll take them in the spirit we're intending them.

CONTENT: SOME EXAMPLES

TimeXtender
6,065 followers
2w · 🌐

We know this could be perceived as bordering overly...bold. But please understand we see this as a sort of challenge to ourselves more than anyone else.

From **TimeXtender**'s beginnings as a motley mix of purpose-driven people, we wanted to keep creating things that would not just change how people worked, but also how the "world" worked.

So that's the challenge.


To keep pushing.

Keep creating.

Keep making our product better.

Keep making our world better.

#TimeXtender #datamanagement #dataautomation #dataanalysts #futureofwork #businessintelligence #BI #DW #datawarehouse #companyculture #datastrategy #workculture #leadership #mangement #creativity #create #cultureofcreativity




TimeXtender
6,065 followers
3d · 🌐

It's been an... interesting... couple years, no? 🤔

We've been fortunate here at TimeXtender, and we're grateful for Xpeople, partners, customers, and friends we've met and become close with along the way over the past couple years — even through a global pandemic.

So from our team to yours, here's to celebrating another year together as humans, being human.

Happy New Year!



CONTENT: SOME EXAMPLES



timextender

timextender ROI? Yep. Insights from all that data? Faster than you think. Hear how today's top companies are reducing costs while increasing their ability to do more meaningful work. Learn about all that in just 30 minutes.

Yes, you read that correctly. (We know you're busy, and we won't tell your teammates. You can spend the other half of that hour doing whatever you want. Catch up on a project. Play Fortnite. Heck, take a power nap under your desk. It'll be our little secret. Because time matters, of course.)

Sign up here ==> <http://ow.ly/l7Qx50GOGza> @timextender #infozone

#datawarehouse #digitaltransformation #businessintelligence #analytics #dataanalyst #TimeXtender #Infozone #data #futureofwork #automateddatawarehouse #dataestate #draganddropdatawarehouse #aws #azure #microsoft

7w

[View Insights](#)

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NOVEMBER 16, 2021

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timextender

timextender How DO they do it?! Some companies just consistently outperform other companies, don't they? They seem to have a knack for utilizing technology and data in ways that power their strategy and propel their business forward.

A lot of those businesses have things in common, and they're things your organization can plug in as well, provided you put the right strategies in place and have the right tools at your disposal.

Check out the post to see (1) TWO COSTLY MISTAKES your organization MUST avoid, (2) learn the FIVE WAYS TOP COMPANIES ARE USING DATA and tech right now TO OUTPERFORM their competitors, and (3) don't jump out early because one of the final slides has A TOOL that many of them are using TO ACCELERATE DATA ESTATE BUILDING by up to a factor of 10. 🤖

#TimeXtender

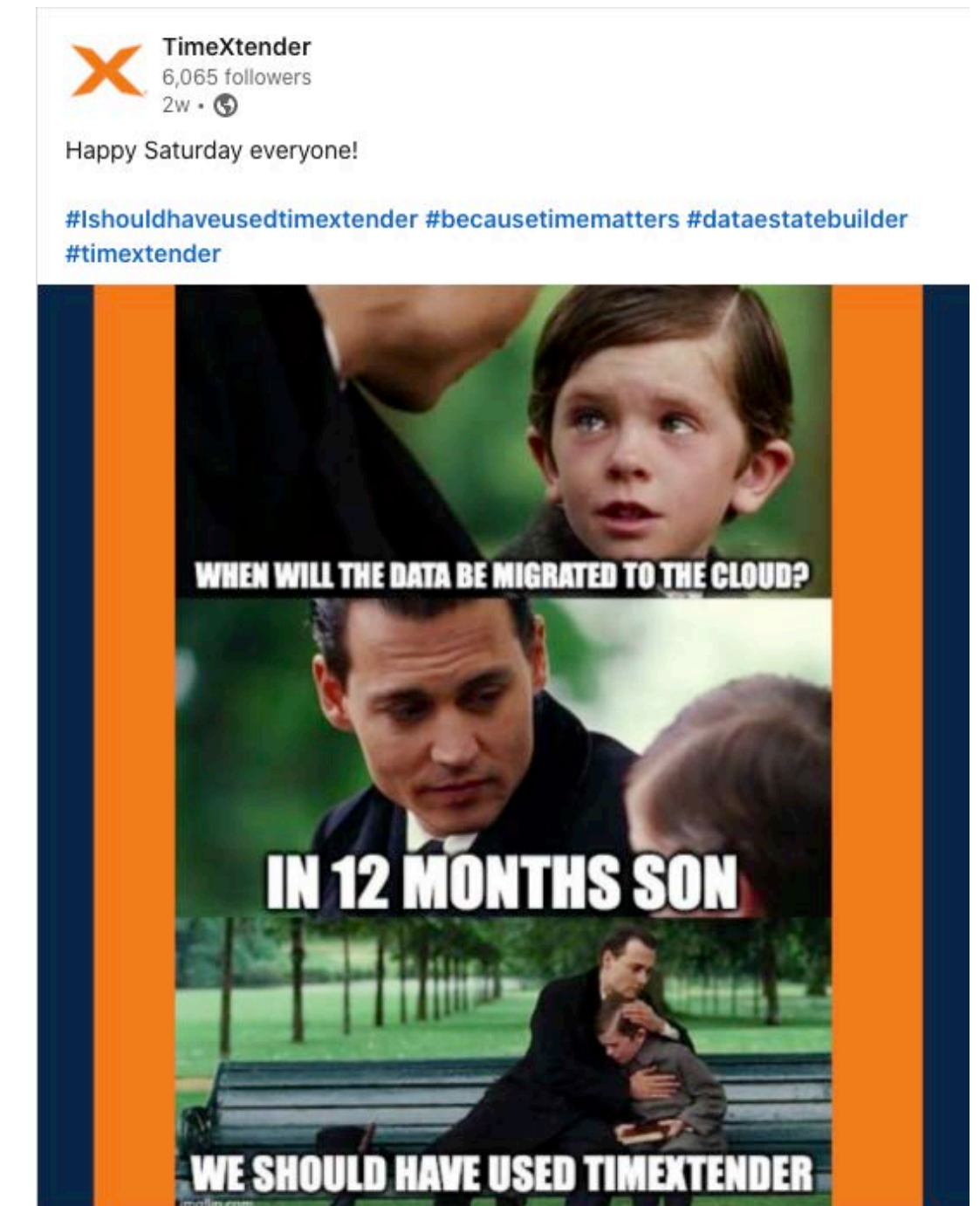
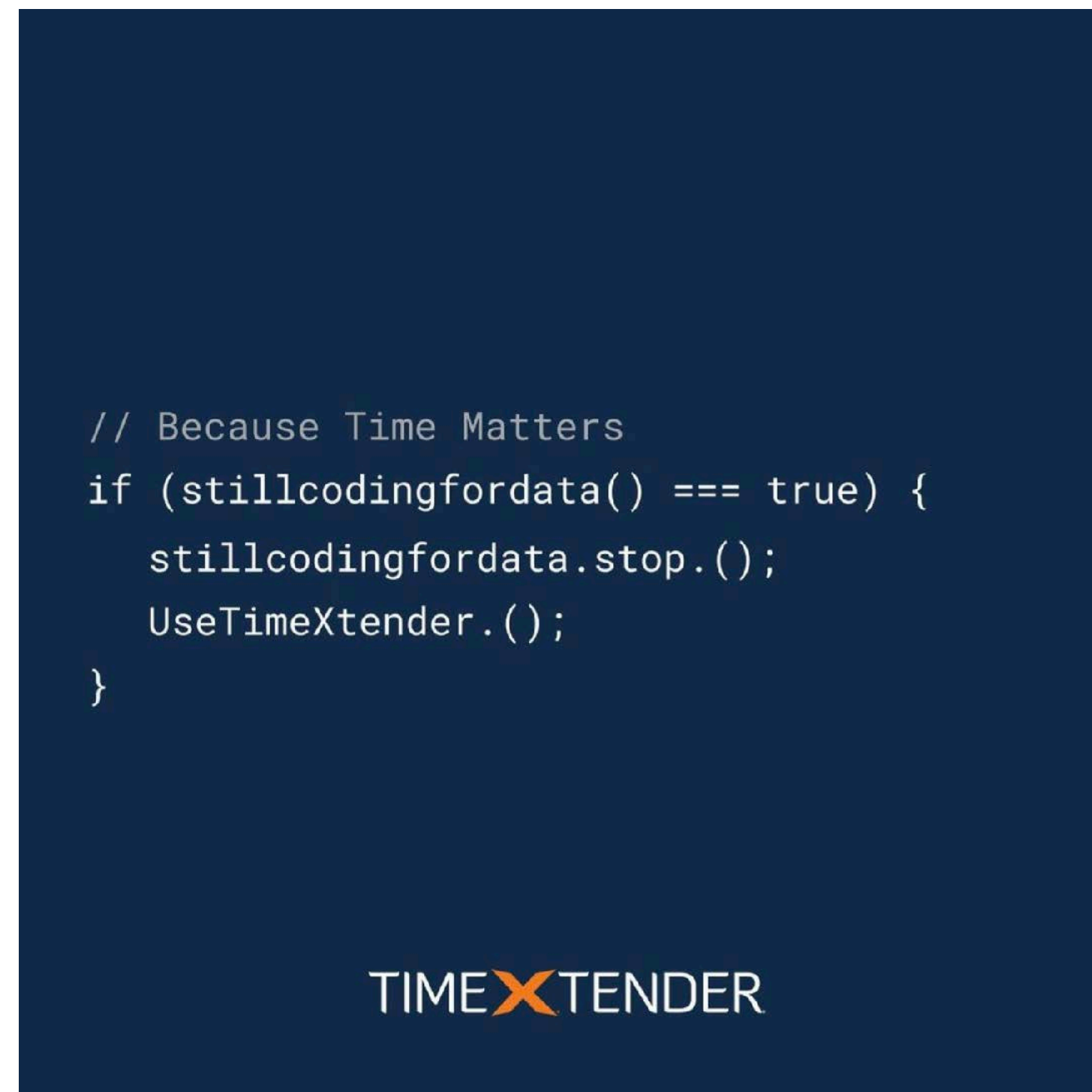
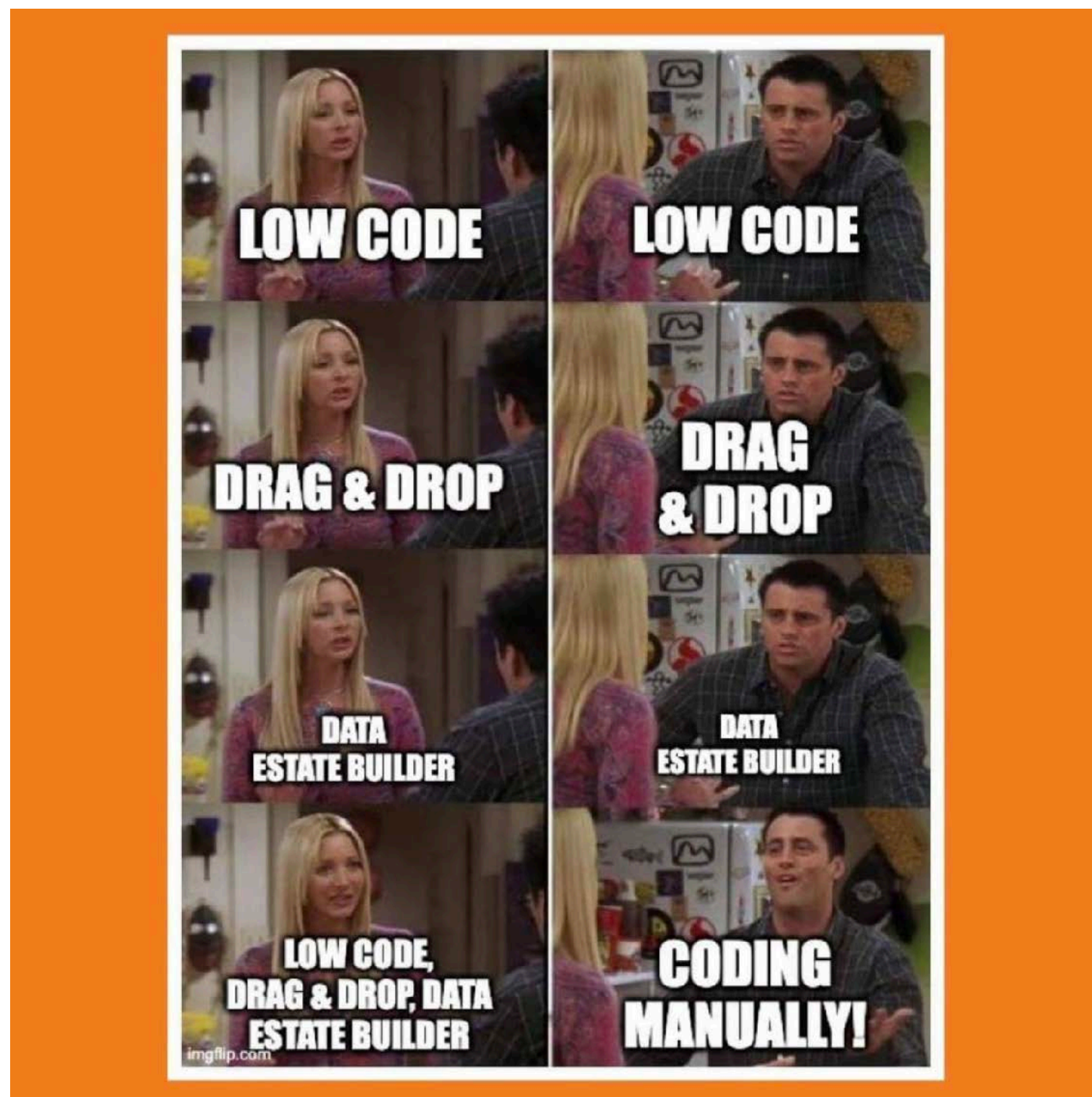
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