smartsheet

ENGAGE

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Smartsheet on Smartsheet: Streamlining ENGAGE Data





Cicero











Learning Objectives

Be able to plan/diagram a complex solution

Be able to explain how to download and upload files with Data Shuttle Be able to create a quick and trackable way for data to enter a solution using forms



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Wrap-up Q&A

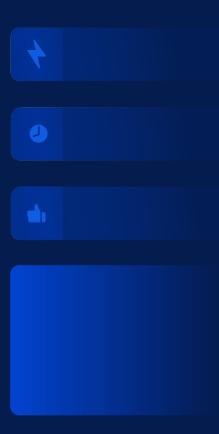




Demo solution



Understanding your data and planning your workflow





"Give me six hours to chop down a tree and I will spend the first four sharpening the axe."

Abraham Lincoln



Where to start



Review the data



Determine what you need on the dashboard



Identify missing data



Draw out the workflow



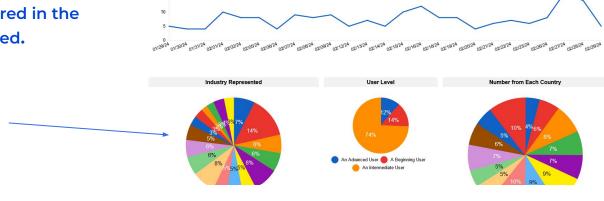
Review the data

- What data and columns will you need, and how will data be captured?
- On what schedule will you receive data?
- How will you receive the data?
- Is there any way to automate?

Α	В	С	D	
Full Name	email	Country	User Level	Title
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Karin McCaig	Karin.McCaig@Crooann.com	United Kingdom	An Intermediate User	IT Directo
_issie Inkin	Lissie.lnkin@MohrLLC.com	Greece	An Intermediate User	Director,
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Vata Delouch	Nata.Delouch@WaelInc.com	Switzerland	An Intermediate User	Senior So

What do you need on the dashboard?

- Meet with the people who will be using the dashboard.
- Gather their requirements and draw them in a tentative layout.
- Highlight what's not captured in the data and needs to be created.



Conference Metrics

Number of

Countries

191

Customer/Partner

Internal

Registered

27%

Percent to Sellout

Comp

Registered

72

Days Left to

Sales Trend

238

Total

Registered

Number of

Industries Represented

\$117,450.00

Total Revenue

Tickets

Remaining

Number of

Domains

03/03/24 Last Updated

31

Precon Total

Intro to CWM

23

Control Cent...

University Metrics

14

Admin Cert

20

Control Cent...

Lead Cert

63

Total Certs

Core Cer

13

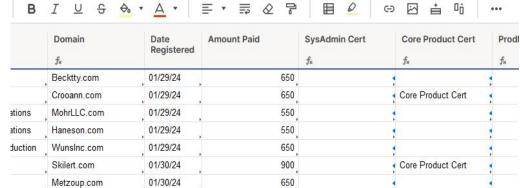
Go to: Dashboard Design: Building Engaging, User-Centric Dashboards -Wednesday, to see why this isn't a best practice



Identify missing data

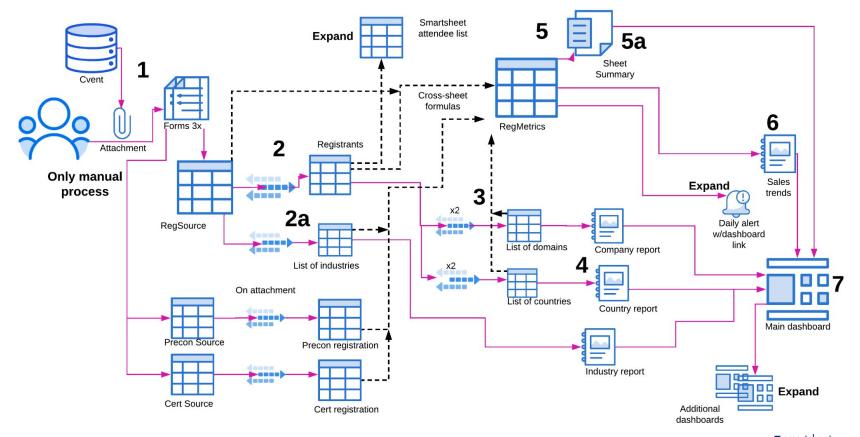
- Does it require modification in the data feed?
- Will this require additional data from somewhere else?
- Will this require calculated metrics?
- Where should those metrics be located?







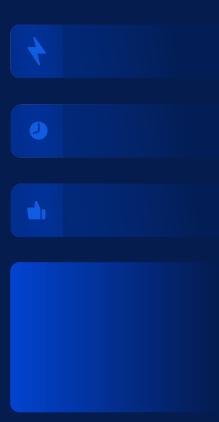
Draw out the workflow





2

Review the steps in the workflow





List of assets

- 12 sheets
 - 3 sheets with forms
 - 1 sheet for explanation of solution
- 4 reports
- 1 dashboard
- 6 Data Shuttle upload workflows
- 2 Data Shuttle offload workflows

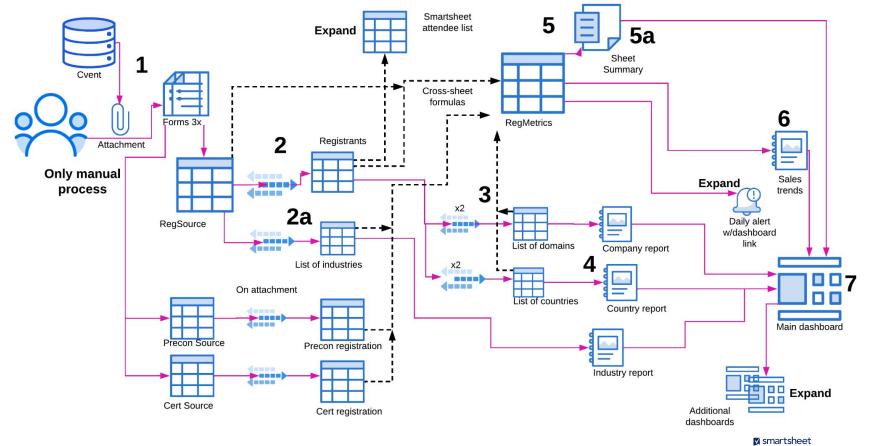
Training/Cert Cert Registration Cert Source Precon Registration Precon Source Copy of Complete Data Country Report **Domain Report Explanation Sheet** Industry Report List of Countries List of Domains List of Industries Registrants Registration Example RegMetrics

RegSource

Sales Trends

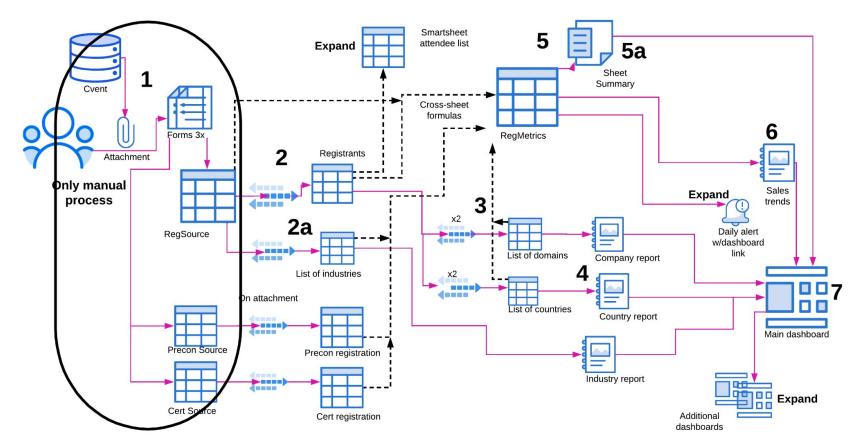


Workflow in steps





Step 1



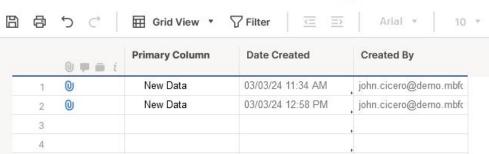


Step 1: Bring the data into your solution

- RegSource sheet
 - Add 'Date Created' and 'Created By' columns
 - Form attached
 - 'Primary Column' with default "New Data
 - Attachment field
 - Enable Require Smartsheet login to access this form
- Cert Source sheet
 - Same configuration as above
- Precon Source sheet
 - Same configuration as above

Create shortcuts on your desktop with the links to access the forms quickly when uploading data.





Dynamic View

RegSource ☆

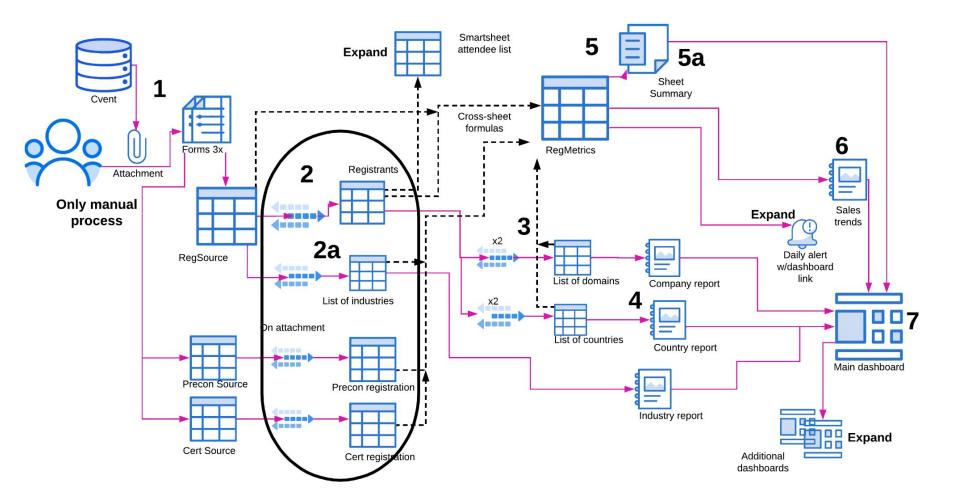
Forms Connections

Automation

Primary Colun	nn
New Data	
File Upload	
	Drag and drop files here or browse files

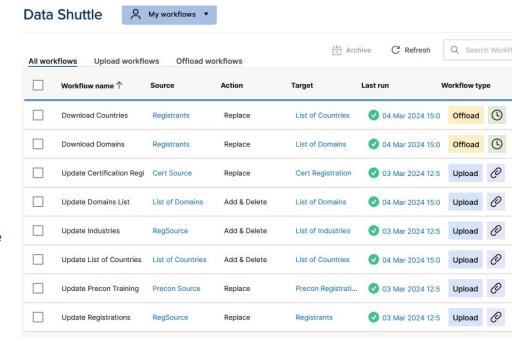


Steps 2 and 2a



Step 2: Data Shuttle uploads - 3 workflows

- Start by creating each sheet below by importing the first downloaded file from Cvent
- Upload to Registrants sheet
 - Mapping should be straightforward because you created the sheet from an upload.
 - o Run on attachment from the source sheets.
- Upload to Cert Registration sheet
 - Same configuration as above; just change target to Cert Registration sheet and source to Cert Source
- Upload to Precon Registration sheet
 - Same configuration as above; just change target to Precon Registration sheet and source to Precon Source.



Note: All titles of Upload Workflows begin with "Update." All titles of Download Workflows begin with "Download."



Step 2: Data Shuttle details

Source

- There will be 3 Data Shuttle uploads, one for each of the source sheets.
- Will be from "Most recent" attachment.

Target

- Target sheets will be the one corresponding to the source Sheets.
- "Replace all" makes sure there are no issues with unique identifiers.

Filters

o Filters are not used in this example.

Mapping

Mapping are directly across because the initial sheets were from imports of the first data. There will possibly be columns in the target that are not mapped to because they are formula columns for missing data

• Run options

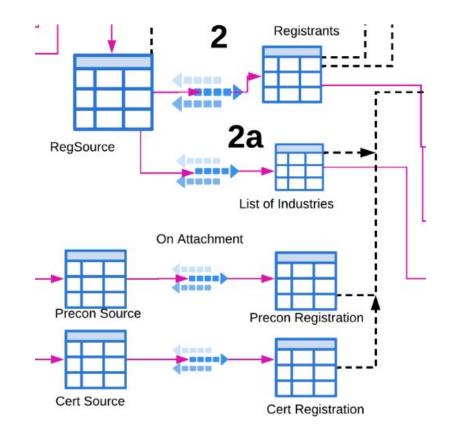
These will run on attachment

Expressions

Expressions aren't necessary.

Name

o Name as it makes sense to you.





Step 2a: Data Shuttle upload

- Create only two columns in the List of Industries sheet
 - Create the 'Industries' and 'Number in Industry' columns before setting up this workflow.
 - Create cross-sheet formulas to COUNTIF industries are in the 'Registrants' sheet.
 - See screenshots below for steps in Data Shuttle.
- This list comes from the attachment of Cvent files to the RegSource sheet.
- Use 'Industries' as the <u>Unique Identifier</u>
 <u>Column.</u>
- Map only the 'Industry' column
- Run on attachment from RegSource
- The list will grow as new industries appear in the registration download

Primary Column	Industries	Number In Industry fx	
	Retail	14 •	
	Life Sciences	27 4	
	Telecommunications	12 •	
	Media and Production	12 <	
	Nonprofit	16∢	
	Consumer Goods	94	
	Architecture, Constructi	10∢	
	Technology	94	
	Education	15∢	
	Manufacturing	12 •	
	Entertainment	114	
	Government	10 <	
	Healthcare	64	
	Finance	64	
	Professional Services	4 4	
	Energy and Utilities	54	
	Environmental	7.	
	Other	64	

Dynamic View

Connections

List of Industries



Step 2a: Data Shuttle details

Source

- This is also coming from the same attachment that triggers the Registrants upload in the RegSource sheet
- Will be from "Most recent" Attachment

Target

- Target sheets will be 'List of Industries' sheet
- This will Merge data and Add New data and Delete data that no longer exists

Filters

No Filters used in this example

Mapping

- o This uses the 'Industries' as the Unique Identifier
- Only the Industries will be mapped

Run options

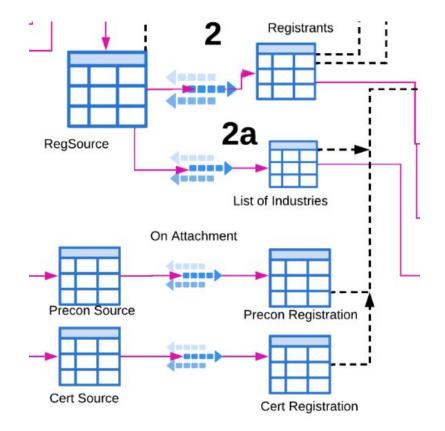
These will run on attachment

Expressions

No Expressions needed

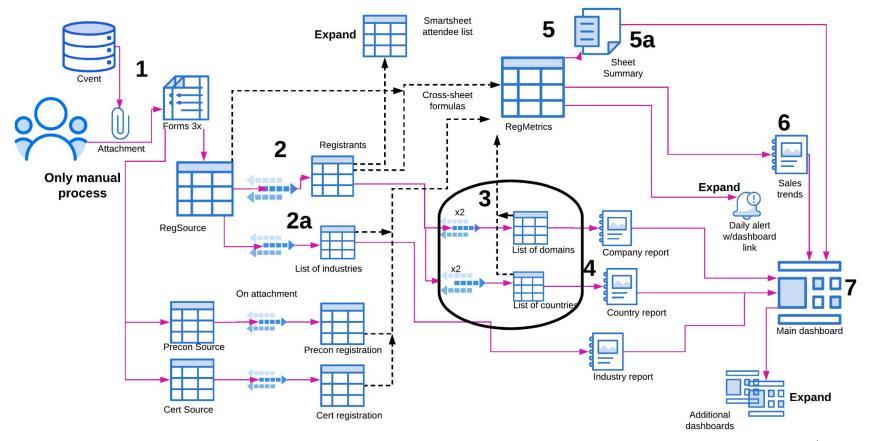
Name

Name as it makes sense to you





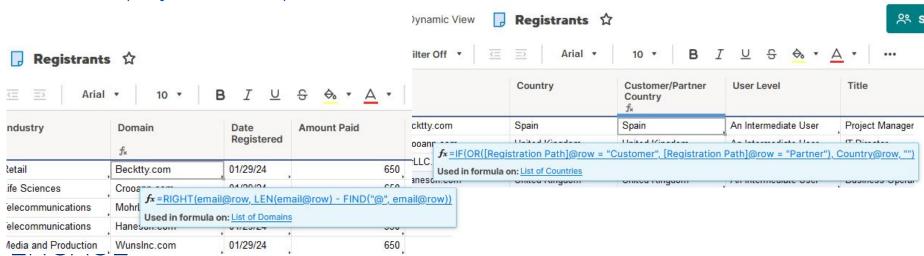
Step 3





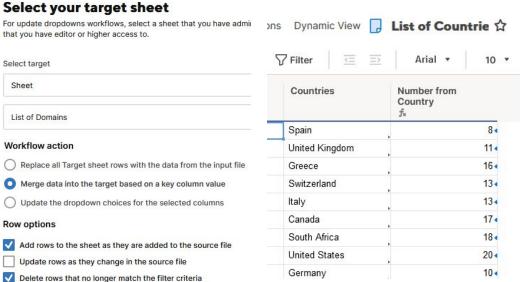
Step 3: Domain and Countries List sheets - Offload

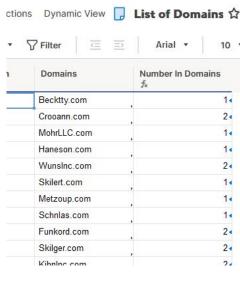
- Domain is data not found in reports.
 - o Column-level formulas are in 'Registrants' sheet.
- Countries are separated to filter those from internal attendees.
- Scheduled download to pull domains and countries.
 - Two separate Data Shuttle workflows
 - These workflows put the attachments on the 'List of Domains' sheet and 'List of Countries' sheet respectively
 - Need only two columns per sheet
 - Map only the one column per workflow



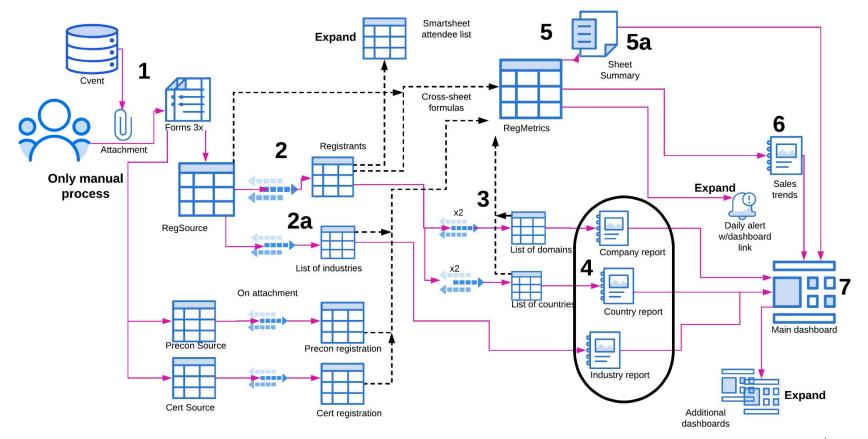
Step 3: Domain and Countries List Sheets - Upload

- Triggered by attachment of the 'Domain' and 'Countries Offload' workflows.
- Set to update the lists as new items are added, or remove ones that are no longer in list.





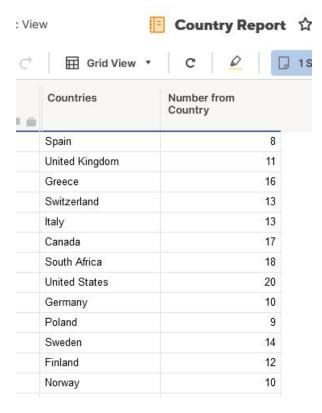
Step 4





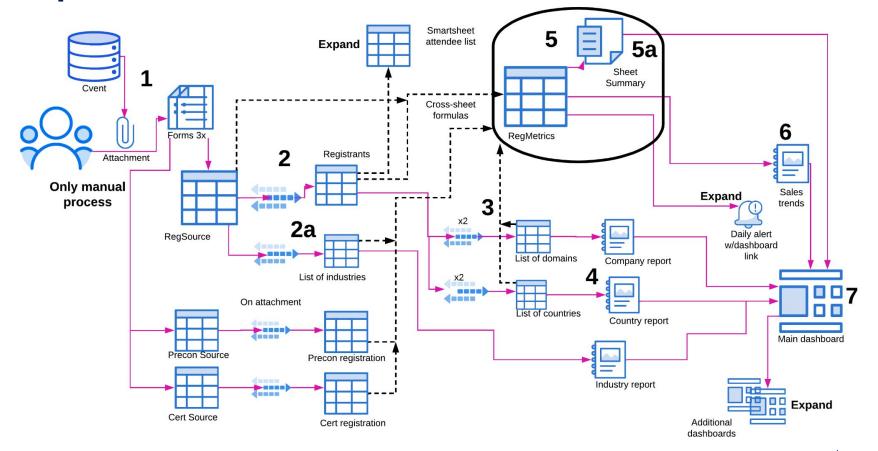
Step 4: Reports

- Country report
 - Uses the 'List of Countries' sheet
 - Primary column is hidden
 - Will update as new data is added to the List Sheet
 - Used in the chart of countries on the dashboard
- Industry report
 - Same configuration as above
- Domain report
 - Same configuration as above





Steps 5 and 5a





Step 5: RegMetrics sheet

- Aggregates daily registrations
 - Used in sales trends report
 - o Is the hub for all metrics used in the dashboard
 - See 5a for details on Sheet Summary formulas
- Aggregates comp codes that are used
- Aggregated user levels
 - Used for user-level chart on dashboard

	- 121900	r <u>= =</u>	Arial *	10 ₹	в І ч	S ↔ *	Δ -	= + ≡ ⊘	7
Date	Total Registrations	Customer and Partner Registration	Comp Registration	Internal Registrati	Revenue	Tickets Remaining	Blank	Additional Metrics	Add Data
01/28/24	0 <	0	0.	0 •	\$0.00	700		Comps	
01/29/24	5.	5	0 <	0 <	\$3,050.00	695		Community	3
01/30/24	4 •	4	0 •	0 •	\$2,650.00	691		Partner 1	0
01/31/24	4 4	4	0 <	0 •	\$2,550.00	687	Ů.	Partner 2	0
02/01/24	10 4	10	0 •	0 •	\$5,500.00	677			
02/02/24	8 4	8	0 •	0.	\$4,750.00	669			
02/03/24	0 -	0	0 •	0 4	\$0.00 4	669		User Levels	
02/04/24	0 •	0	0 •	0 •	\$0.00	669		An Advanced User	22
02/05/24	84	8	0 4	0 •	\$5,500.00	661		A Beginning User	27
02/06/24	4.	4	0 •	0 <	\$2,300.00	657		An Intermediate User	142

Step 5: Formulas and Explanations

Total Registrations

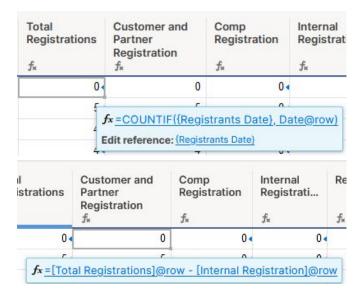
- o Cross-sheet formula to the Registrants sheet
- Uses the 'Date' column to filter in the formula
- Made a column-level formula
- Note: Cross-sheet reference is sheet and column

Customer and Partner Registration

- Subtracts the Internal Registrations from the total above
- Made a column-level formula

Comp Registration

- Cross-sheet formula to the Registrants sheet
- Uses the 'Date' column to filter in the formula
- Collects only the cells that have comp codes for that date
- o Made a column-level formula
- Note: Cross-sheet reference is sheet and column



Comp Registration	Internal Registrati	Revenue f _x	Tickets Remaining	Blank
0	0 4	\$0.00	700	
^	0	#2 0F0 00	COF	
		p Code}, {Registr	rants Date}, Dat	e@row)
	Registration 0	fx 0 0 0	Registration Registrati f _K f _K 0 0 \$0.00 IT(COLLECT({Registrants Comp Code}, {Registration Comp Code}), {Registration Comp Code}	Registration Registrati fx fx 0 0 0 4 \$0.00 700 IT(COLLECT({Registrants Comp Code}, {Registrants Date}, Date)



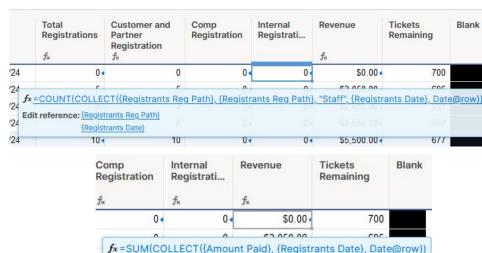
Step 5: Formulas and Explanations

Internal Registration

- Cross-sheet formula to the Registrants sheet
- Uses the 'Date' column to filter in the formula and counts the number of "Staff"
- Made a column-level formula
- Note: Cross-sheet reference is sheet and column

Revenue

- Adds all revenue for each date row
- Made a column-level formula
- Registrations with comp codes do not have a revenue number on their row



Edit reference: {Amount Paid}

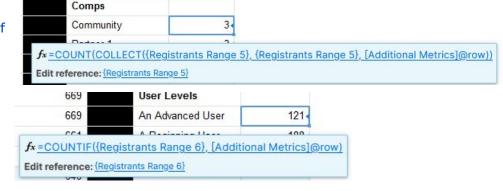
{Registrants Date}

Step 5: Formulas and explanations

- Tickets Remaining
 - Leveraging a Sheet Summary field to subtract from
 - Use the \$ absolute value to always start at the first row and sum to the row it is on.



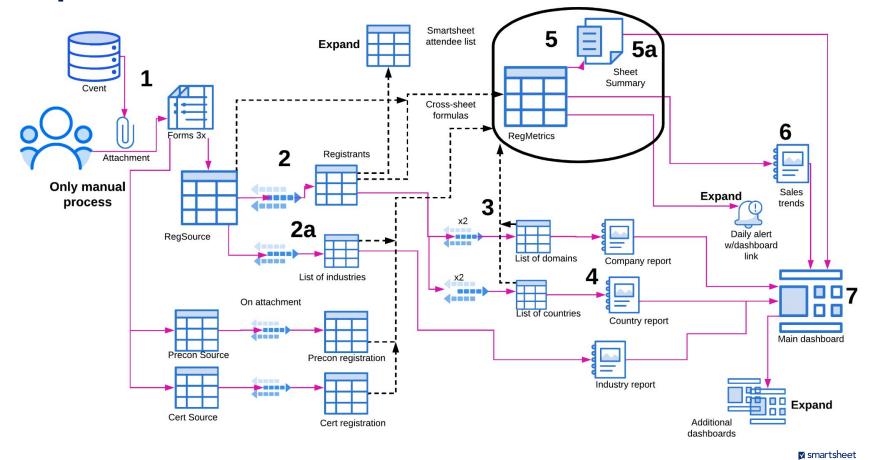
- Comps
 - Uses a cross-sheet formula to count each of the comp codes that are used.
 - Could also use a COUNTIF
- User levels
 - Uses a cross-sheet formula to count each User Level and aggregates them



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FNGAGE

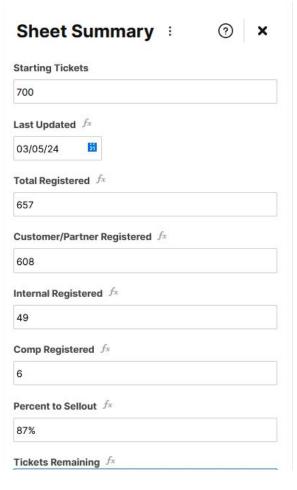
Steps 5 and 5a





Step 5a: RegMetrics sheet - Sheet Summary

- Aggregates data from multiple sheets to make it easier to add as metric widgets in the dashboard
- Sheet Summary data takes advantage of a number of cross-sheet formulas



Step 5a: Sheet Summary formulas for each field

Starting Tickets

Fixed number but used in Sheet Summary in case they decide to change it or use it for some other calculation.

Last Updated

Uses the MAX function and uses a cross-sheet formula to look at the 'Date Created' column in the RegSource sheet. Will update each time new data is submitted

Total Registered

Aggregates from the column in the RegMetrics sheet

Customer/Partner Registered

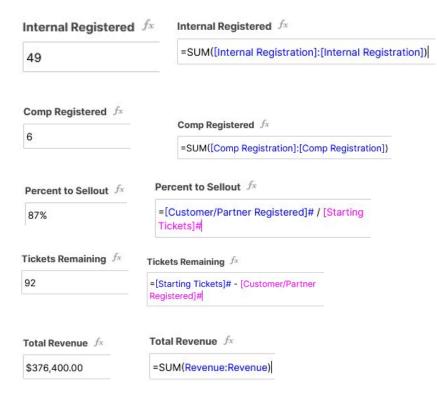
Subtracts total from Internal Sheet Summary fields

	Sheet Summa			
	00			
	Last Updated <i>f</i> 03/05/24	=MAX	Updated fx (({RegS is Date ed})	
Total Registe	ered fx Total Registe	ered fx		
	=SUM([Tota	=SUM([Total Registrations]:[Total Registrations		
657				
	Registered f. Customer/			

Step 5a: Sheet Summary formulas for each field

- Internal Registered
 - Aggregates the 'Internal Registration' column on the sheet
- Comp Registered
 - Aggregates the 'Comp Registration' column

- Percent to Sellout
 - Using two other Summary fields
- Tickets Remaining
 - Using two other Summary fields
- Total Revenue
 - Aggregates Revenue Column

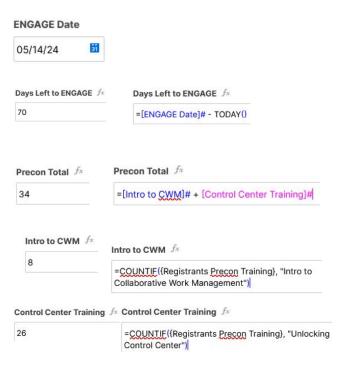


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FNGAGE

Step 5a: Sheet Summary formulas for each field

- ENGAGE Date
 - Fixed date used to calculate countdown to ENGAGE
- Days left to ENGAGE
 - Uses the TODAY function and fixed date from above
- Precon Total
 - Aggregates Summary fields that are aggregating the precon registrations
- Intro to CWM
 - COUNTIF to count number registered for session
- Control Center Training
 - o COUNTIF to count number registered for session





Step 5a: Sheet Summary formulas for each field

Total Certs

Aggregating from the individual cert fields

Core Cert

 Cross-sheet formula to COUNT all in the column from the Registrants sheet

Admin Cert

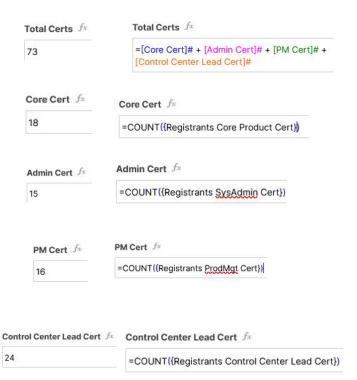
 Cross-sheet formula to COUNT all in the column from the Registrants sheet

PM Cert

 Cross-sheet formula to COUNT all in the column from the Registrants Sheet

Control Center Lead Cert

 Cross-sheet formula to COUNT all in the column from the Registrants Sheet





Step 5a: Sheet Summary formulas for each field

- **Number of Domains Attending**
 - Cross-sheet formula counting the list of domains that are in the List of Domains sheet.

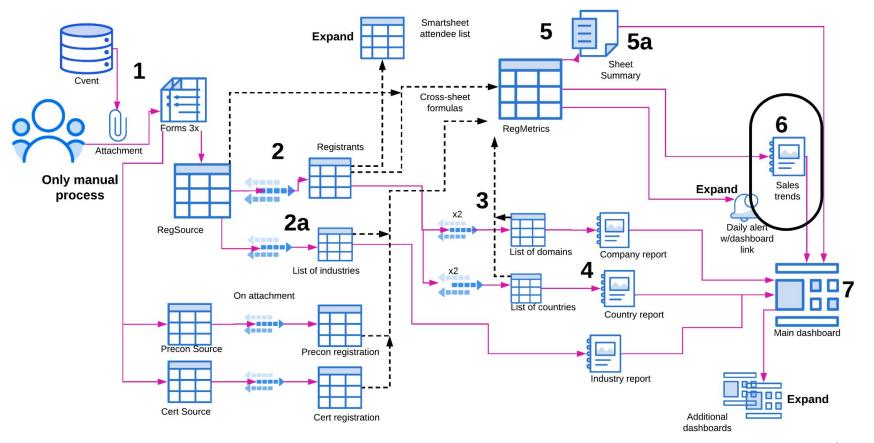
- **Number of Countries Represented**
 - Cross-sheet formula counting the list of countries that are in the List of Countries sheet

- **Number of Industries Represented**
 - Cross-sheet formula counting the list of industries that are in the List of Industries sheet

- Number of Domains Attending & Number of Domains Attending & =COUNT({List of Domains Domains Column} 344 Number of Countries Represented & Number of Countries Represented fx 14 =COUNT({List of Countries Countries})
- Number of Industries Represented f_x Number of Industries Represented fx =COUNT({List of Industries Industries})

18

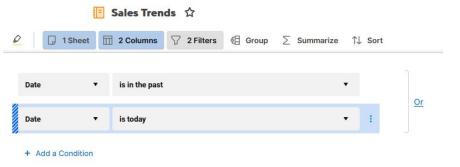
Step 6

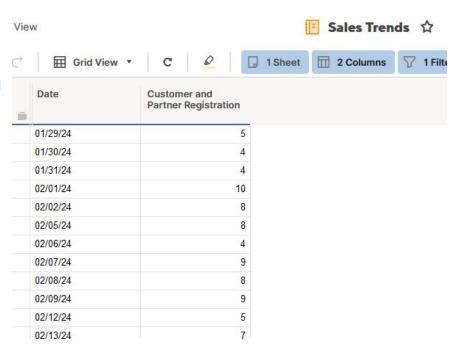




Step 6: Sales Trends report

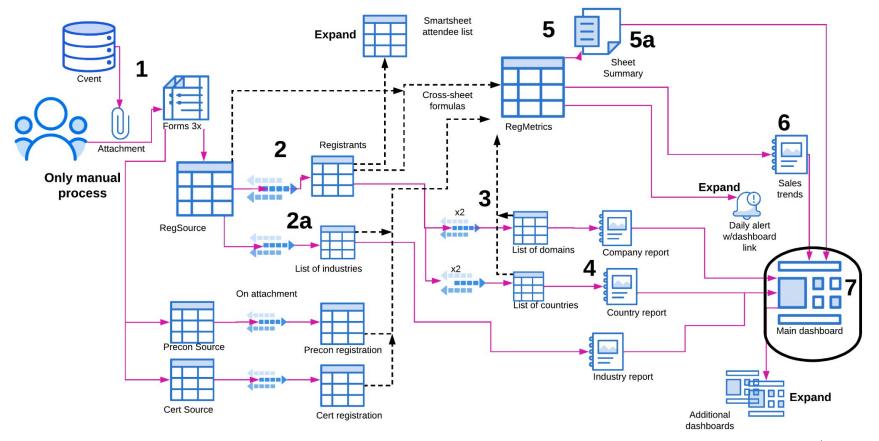
- Report is built from data in the 'RegMetrics' sheet
 - Filter is set to only show those rows in the past or today
 - Report is used in the chart on the main dashboard
 - Report and associated chart will grow with time







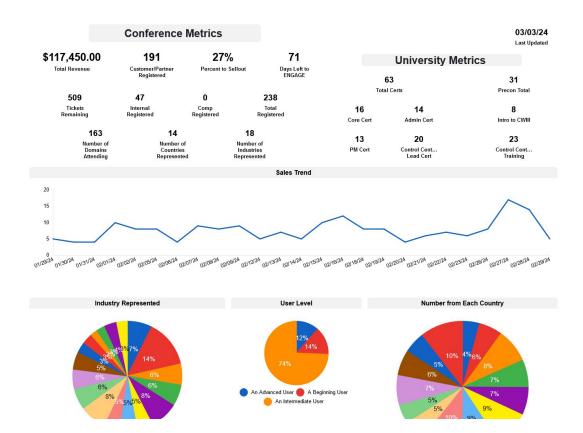
Step 7





Step 7: Main dashboard

• Updates any time new data is uploaded into any of the three source sheets





Explanation sheet

Explanation sheet

Primary Column

Dashboard Layout

Solution Workflow

0 F = i

8

9

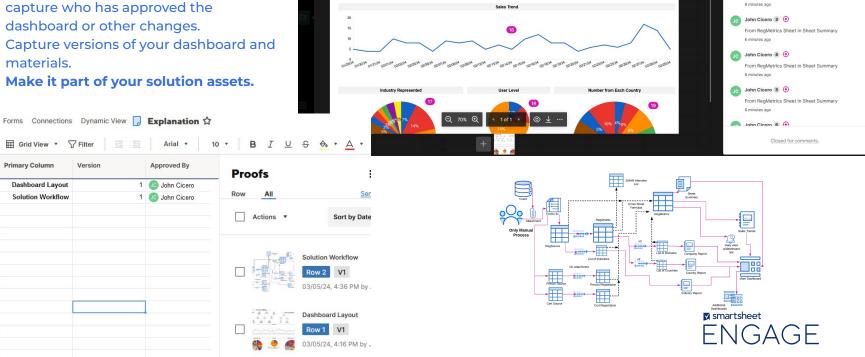
10 11

14

15

- Leverage proofing to get feedback on the report but also to explain where all of the metrics and charts are from.
- Use this during your planning and to capture information at the end.
- Leverage 'Proof Info' columns to capture who has approved the dashboard or other changes.
- Capture versions of your dashboard and materials.
- Make it part of your solution assets.

Version



Review Complete

From ReaMetrics Sheet in Sheet Summary

From RegMetrics Sheet in Sheet Summary

John Cicero 1 💿

6 minutes ago John Cicero 2 (

03/03/24 Last Updated

University Metrics

Version 1 ▼ Session Dashboard.png

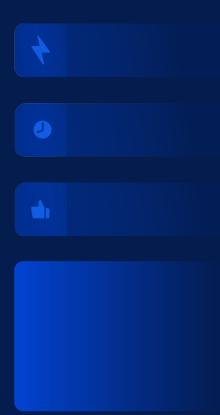
\$117,450.00

This proof is completed. Completed proofs are closed to comments and review.

Conference Metrics

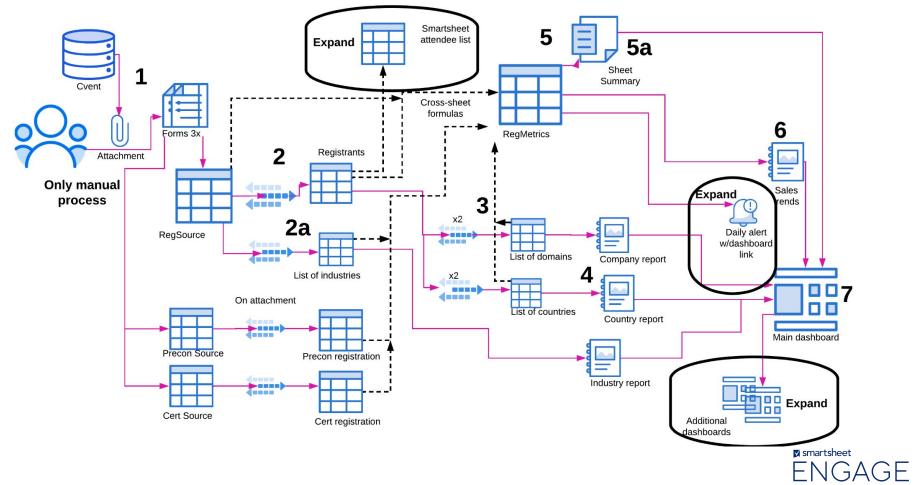
3

Review the steps in the workflow





Expand on your solution



Expand: What else could we do?

- Track Smartsheet attendee registrations automatically.
 - Use cross-sheet formulas to help track when your internal people have registered automatically so you don't have to ask them or look anything up.
- Create an alert that sends the dashboard link.
 - Create an alert automation on the 'RegSource' sheet so that every time there is a new upload (new row), an alert will go out to your senior leadership.
- Copy dashboard widgets.
 - Dashboard widgets can be copied and pasted to other dashboards in your organisation that need only a few of the metrics that are on your main dashboard.
 - They will all update real time!
- Use Control Center to roll this entire solution out for each of your events.
- Put this all in a WorkApp so each role sees when they need to do their job.

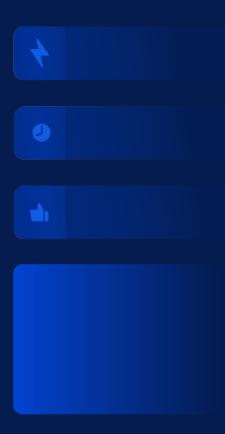
Learning Objectives

Be able to plan/diagram a complex solution

Be able to explain how to download and upload files with Data Shuttle Be able to create a quick and trackable way for data to enter a solution using forms







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Register for upcoming User Groups



Continue to expand your Smartsheet skills and connections by attending a User Group.

Smartsheet User Groups

- Discover how others are using Smartsheet
- Network with the Smartsheet team and your peers
- Virtual and in-person events around the globe



Next steps...

- Dashboards and Charts
 - o Dashboard Design: Building Engaging, User-Centric Dashboards
 - Smartsheet charts unpacked: Elevate your dashboard game
- Formulas
 - Unlock precision data retrieval with INDEX, MATCH, and COLLECT
 - Advanced power-user tips to up-level your Smartsheet experience
- Check out the booths in the Experience Hub to learn so much more

Take the survey

We'd love to hear your thoughts on the session.

Open this session in the mobile app, click "Survey," and answer two questions — it's that easy!

Thank you.

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