



appian
World

Hilton San Diego Bayfront
May 1-3, 2023

Appian Investor Day
2023

Disclaimer.

In this presentation, we may make statements related to our business that are forward-looking statements under federal securities laws and are made pursuant to the Safe Harbor provisions of the Private Securities Litigation Reform Act of 1995, including statements related to our financial results, trends and guidance for the first quarter and full year 2023, the impact of macroeconomic changes, the benefits of our platform, industry and market trends, our go-to-market and growth strategy, our market opportunity and ability to expand our leadership position, our ability to maintain and upsell existing customers, and our ability to acquire new customers. The words “anticipate,” “continue,” “estimate,” “expect,” “intend,” “will,” “plan,” and similar expressions are intended to identify forward-looking statements or similar indications of future expectations. These statements reflect our views only as of today and should not be reflected upon as representing our views as of any subsequent date. These statements are subject to a variety of risks and uncertainties that could cause actual results to differ materially from expectations.

For a discussion of the material risks and other important factors that could affect our actual results, please refer to those contained in our 2022 10-K filing and our other periodic filings with SEC. These documents are available in the Investors section of our website at www.appian.com.

Additionally, non-GAAP financial measures will be shared. Please refer to the tables in our earnings release and the Investors section of our website for a reconciliation of these measures to their most directly comparable GAAP financial measure.

Agenda

1:30 p.m.	Welcome	Sri Anantha, Senior Director – Finance & IR
1:35 p.m.	Marketing Strategy	Michael Beckley, Founder, CTO & CMO
1:55 p.m.	AI Strategy	Malcolm Ross, SVP – Product Strategy
2:15 p.m.	Engineering Strategy	Suvajit Gupta, EVP - Engineering
2:35 p.m.	Go-To-Market Strategy	Chris Jones, Chief Revenue Officer
Short Break		
3:10 p.m.	Partner Panel	Moderator: Chris Jones
3:30 p.m.	Customer Panel	Moderator: Marc Wilson
3:50 p.m.	Business and Financial Highlights	Mark Matheos, Chief Financial Officer
4:10 p.m.	Fireside Chat	Moderator: Sri Anantha Matt Calkins, Founder & CEO
4:20 p.m.	Executive Q&A	Moderator: Sri Anantha Matt Calkins, Mark Matheos



Marketing Strategy

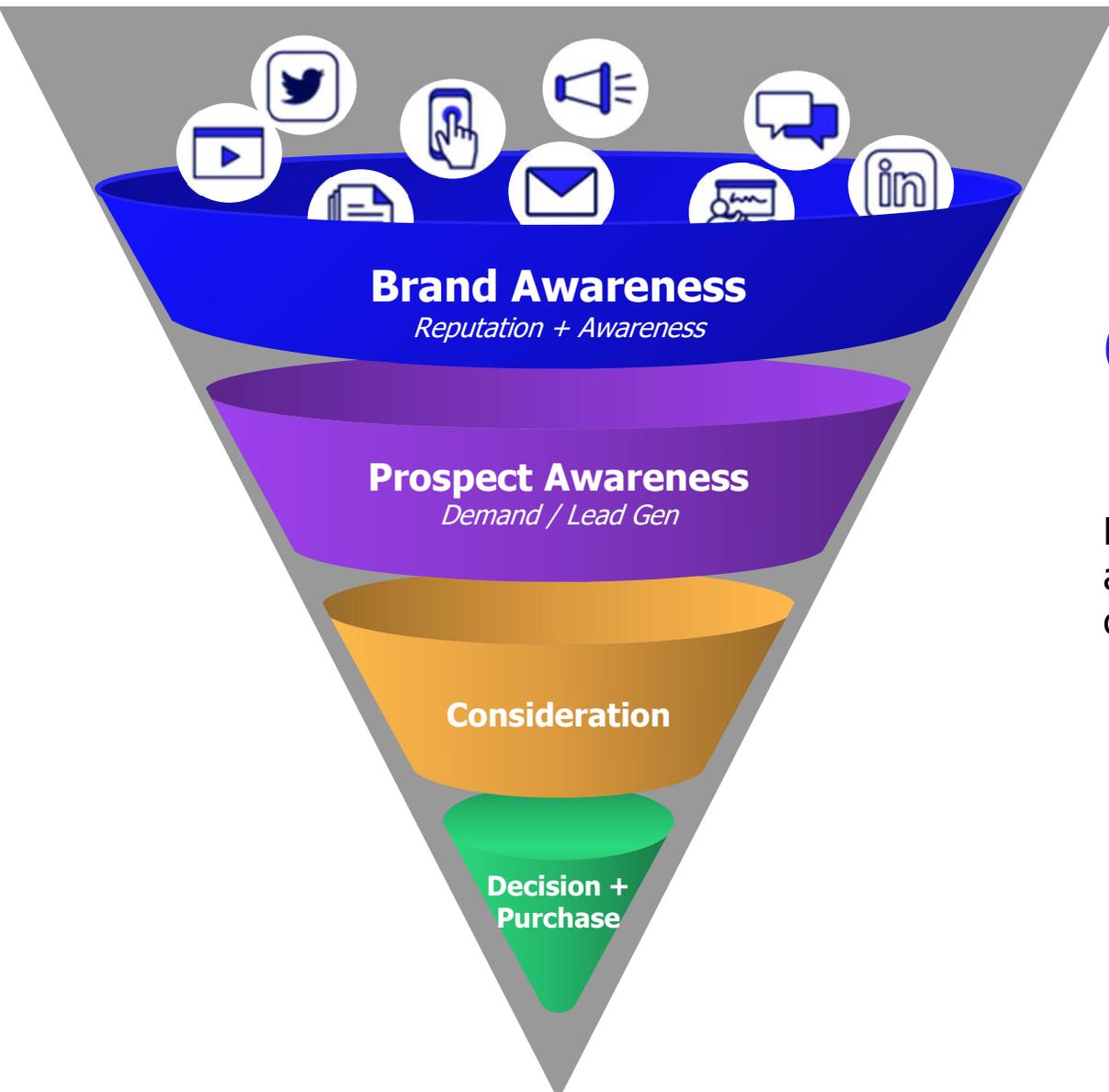
Michael Beckley

Founder, CTO, CMO



Appian Marketing Priorities

1. Double **Quality Pipeline**
1. Differentiate our **Messaging**
1. Increase **Market Awareness**



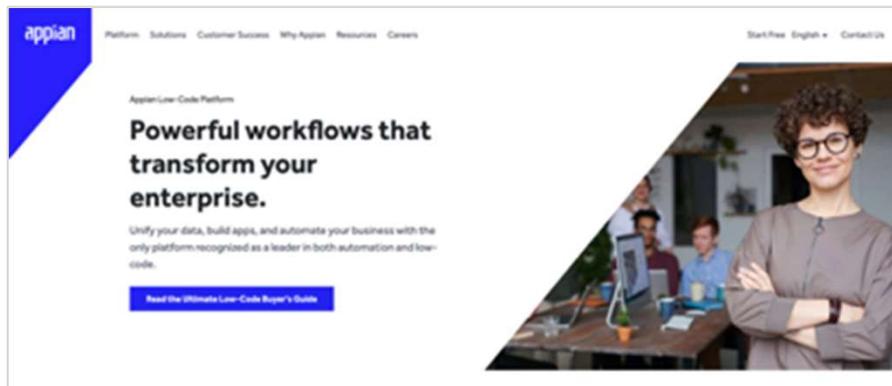
Double Quality Pipeline.

Build pipeline by intercepting prospects across the buyer journey with different channels and tactics.

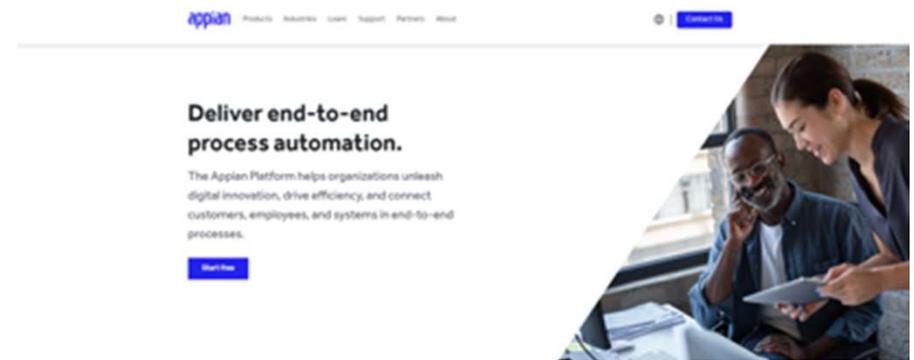
A brand evolution.

Appian **Low-Code** Automation

Appian **End-to-End Process Automation**



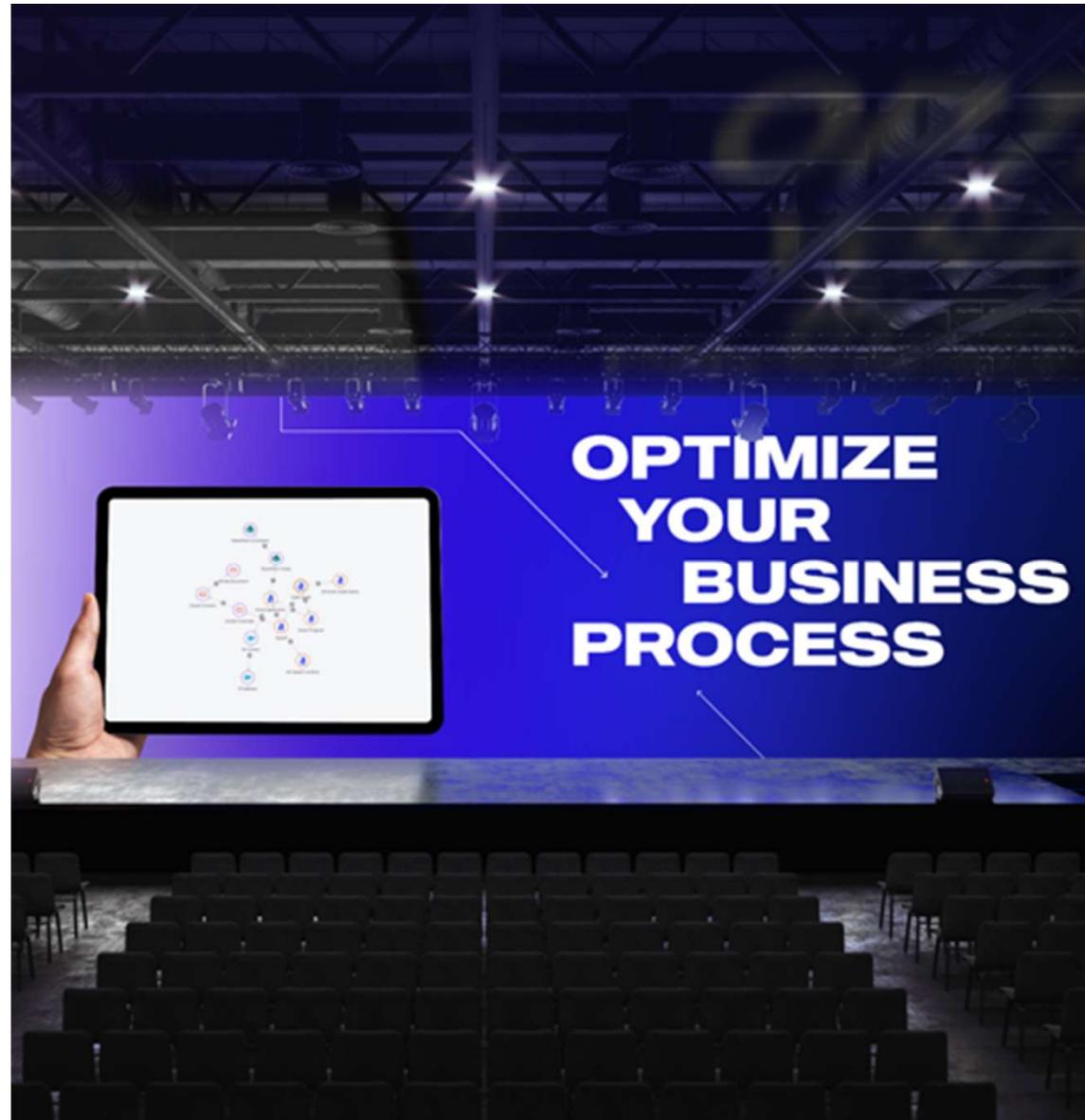
2022

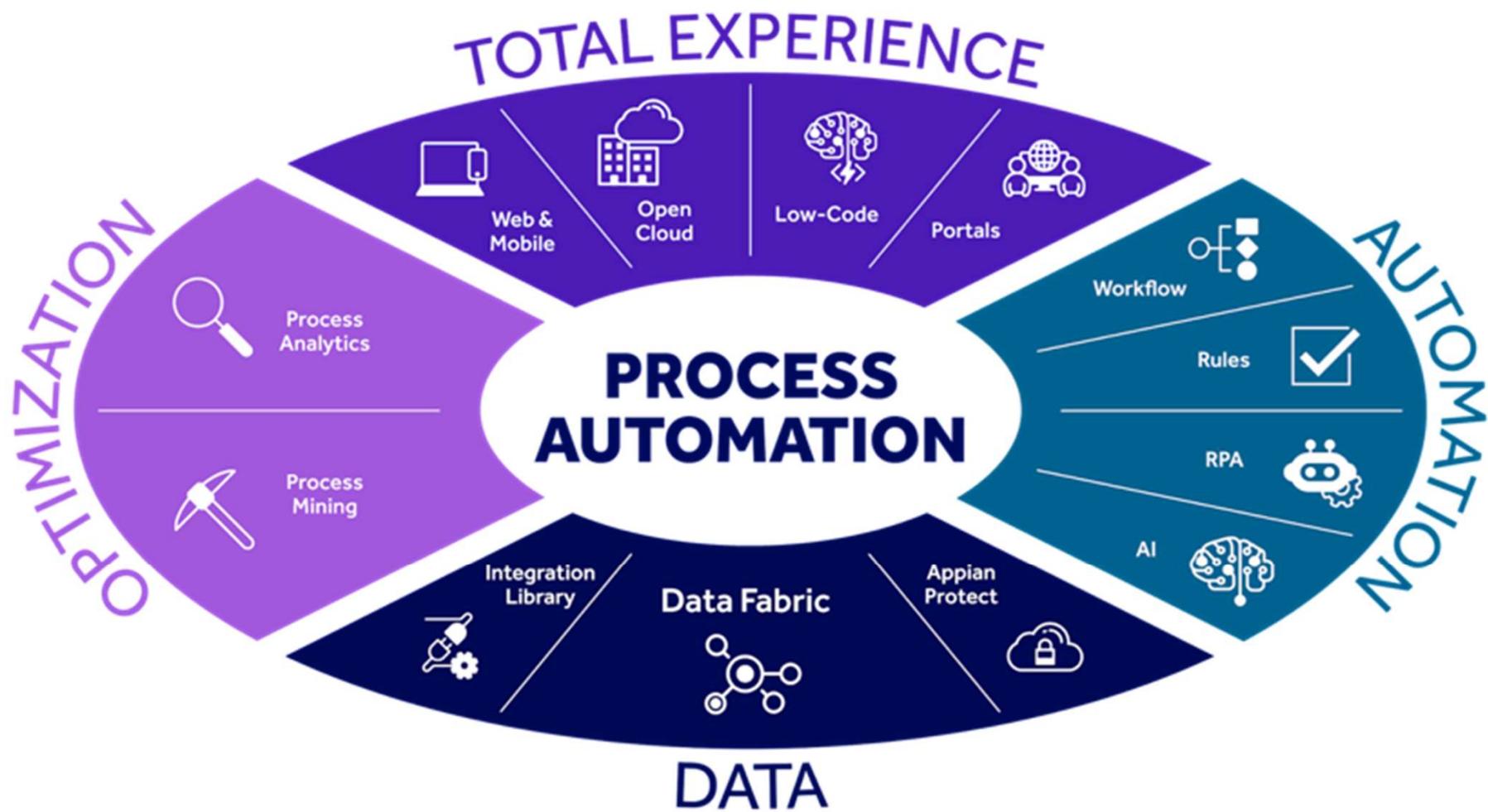


Today

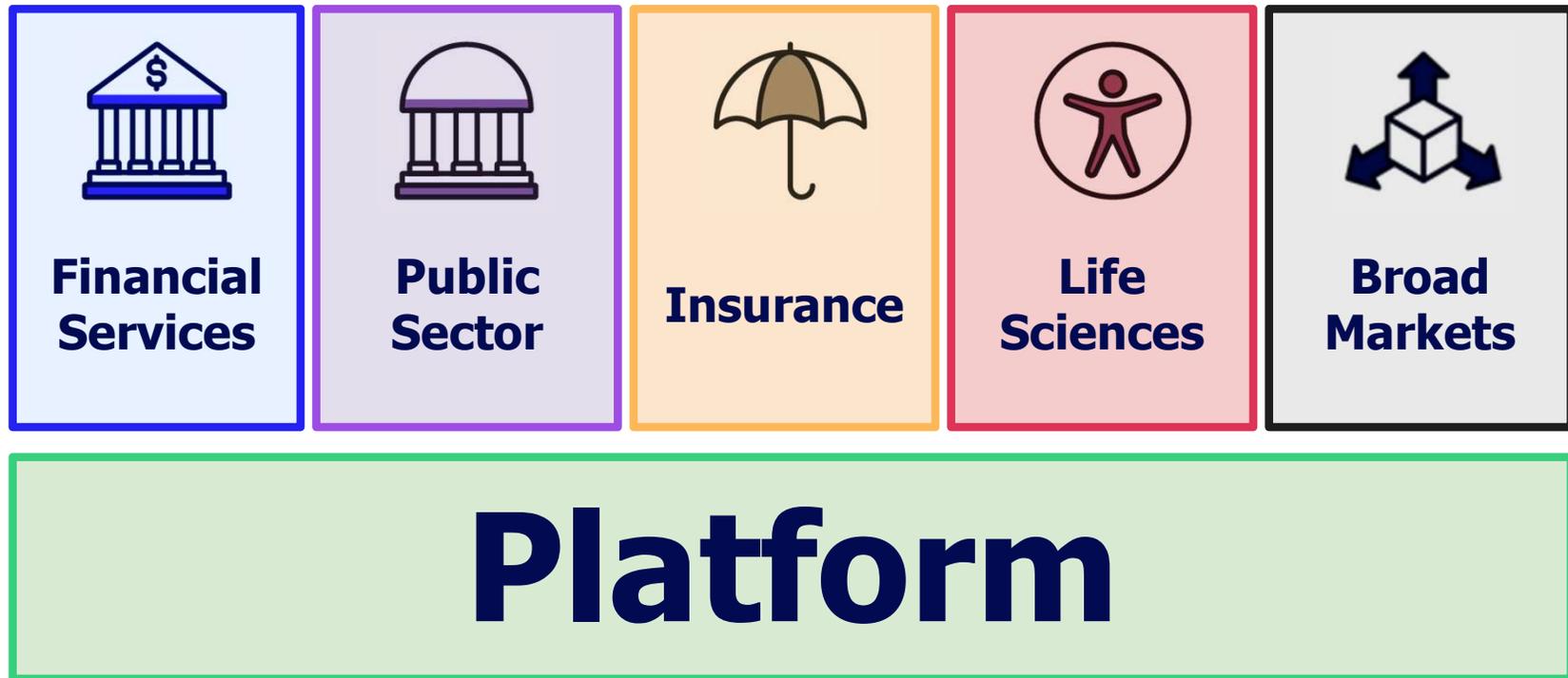
Introducing **Appian Data Fabric.**

Unifies data from multiple systems to enable a complete 360° view of your enterprise data.



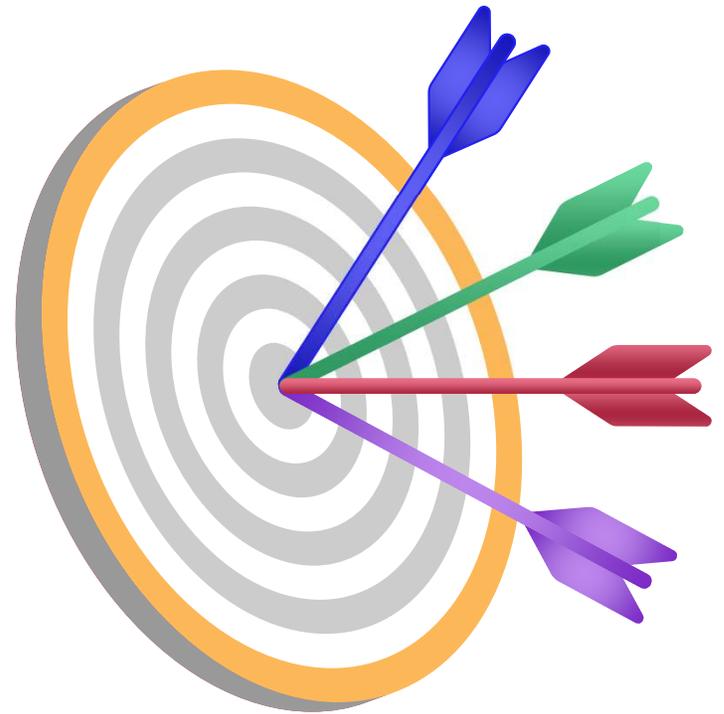


Focus on top performing market segments.



Efficient **Account Based Marketing.**

Appian implements **Account Based Marketing** to deliver targeted content, microsites, and special programs to high-value accounts.



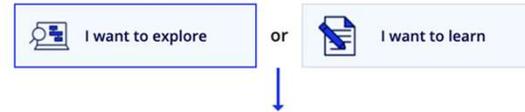
Appian Community Edition

- **Free, unlimited, self-service** cloud sites for individual developers
- **200k+ users in the Community** and **5k+ users supported daily** to increase number of Appian developers
- Strong source of **highly qualified leads** to empower a **product-led sales motion**

James Lee's Learning Journey

What Learning Goals Do You Have Today?

Select an option below to get started. You will be guided towards the right content to help you get building using your Appian Community Edition site.



My Community Edition Site

[aeri.appian.community](#)

Active

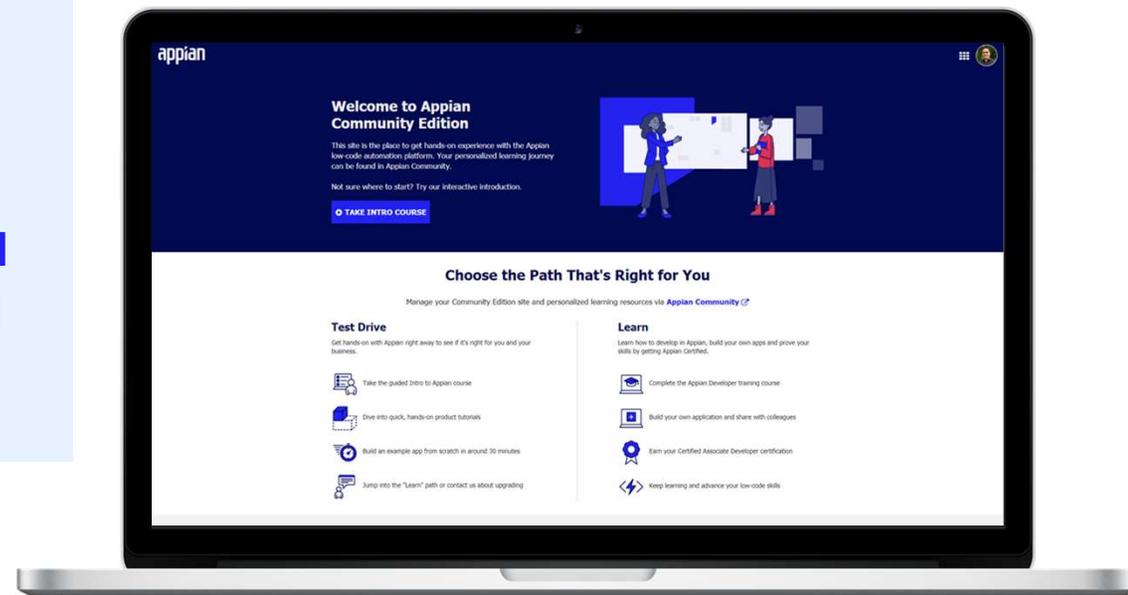
Last login: 4 days ago

Appian Community Edition sites are shutdown after 5 days of inactivity.

Actions

Shutdown Site

Request Upgrade



Partners

CONTENT

EVENTS

WEBINARS

MEDIA



CTO Priorities

AI Investment Areas



AI for IDP

Low-code AI design for building custom machine learning models for document and email processing.



AI for Low-code

AI guided assistance, conformance and governance.
Generative AI for building low-code design components.



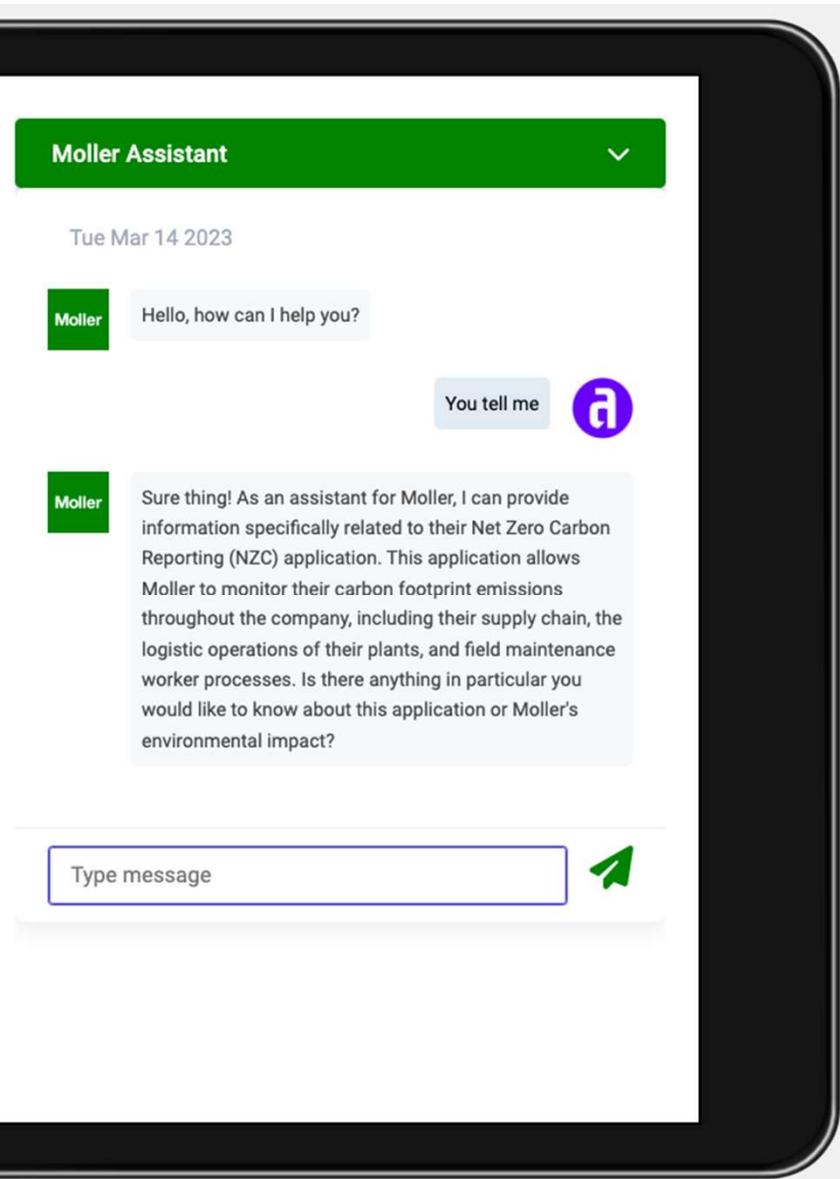
AI for Process Mining

Machine learning models for automated insights into process patterns, conformance checking, root-cause analysis and recommendations.



AI Integration

Support composable business application design through packaged integration to 3rd party AI services.



OpenAI plug-in for **Appian**.

ChatGPT connected system and component released to Appian AppMarket - Supports GPT 4.0, Whisper, and Dall-E.

Offers multi-language support, custom branding, and custom assistant behavior.

Our fastest adopted app market add-on ever, even more popular than Microsoft Excel

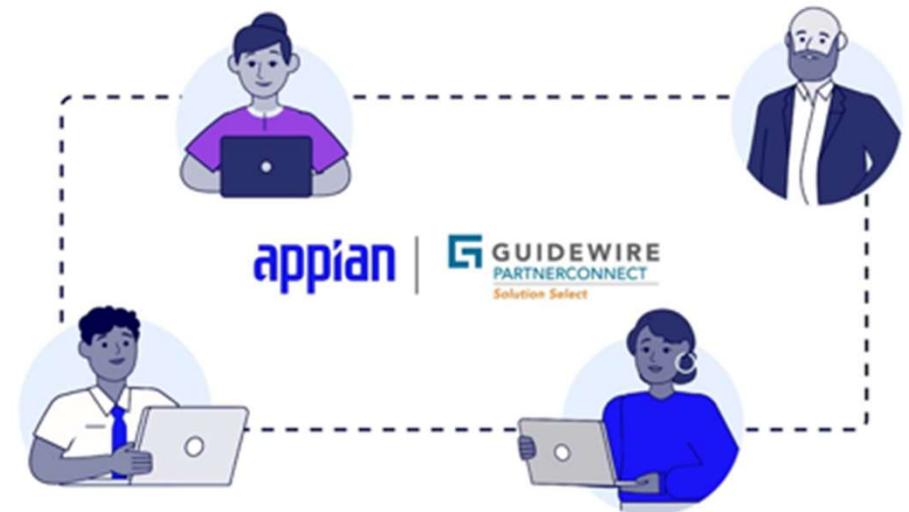
Technology Partnerships.

Appian collaborates with the premier technology companies to enhance and extend process automation capabilities, ensuring a seamless customer experience.



Case Study: Guidewire

Technology partnership formed in 2022.



25+ opportunities in active pursuit.

The image shows a low-angle shot of a modern glass skyscraper against a clear blue sky. The word "appian" is mounted on the upper part of the building in a dark, three-dimensional font. In the center of the image, the word "appian" is written in a large, white, lowercase sans-serif font.

appian

A leader in process automation.



AI Strategy

Malcolm Ross

SVP of Product Strategy

Agenda

- Appian AI Market Advantages
- New - Appian AI Skill Designer
- Futures - Generative AI in Appian



Appian AI Advantages



The Future of Low-Code is Hyperautomation



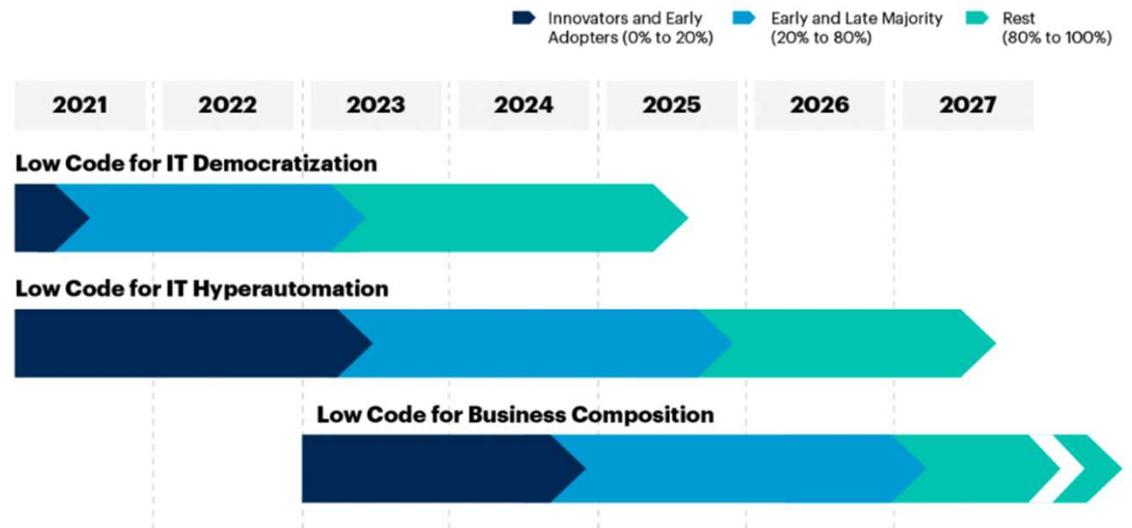
by 2024, hyperautomation functionality will be the dominant competitive differentiator among low-code development tools.



Gartner[®]

**Emerging Technologies:
The Future of Low-Code**

Low-Code Evolution Spectrum

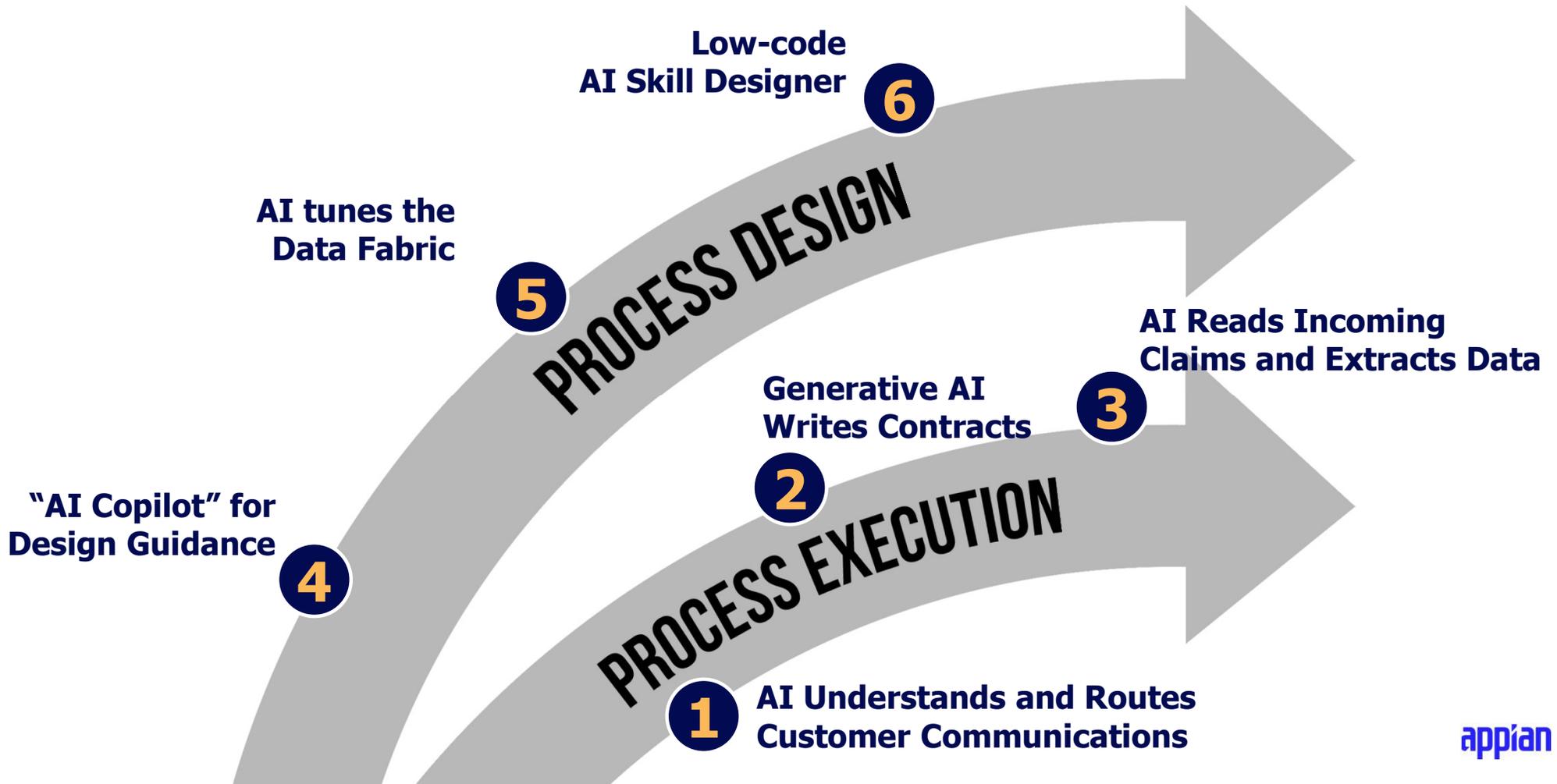


Source: Gartner
754212_C

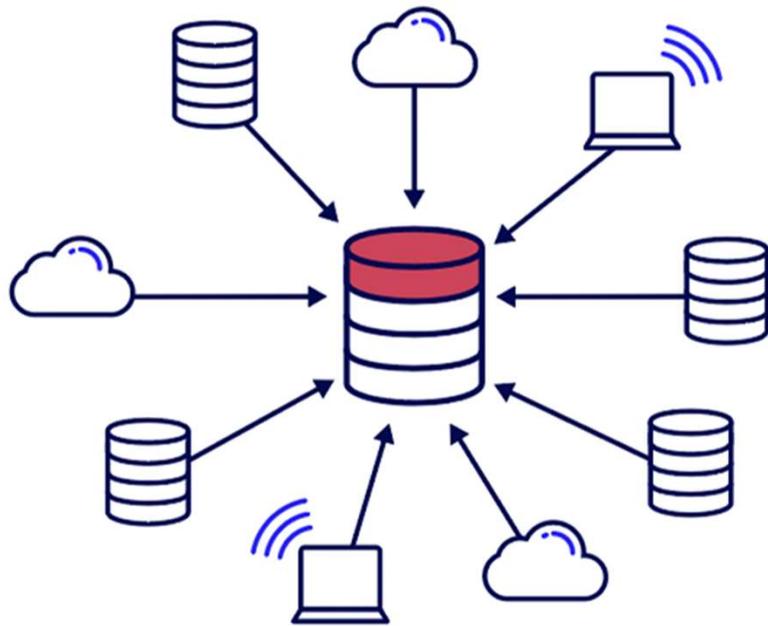
Gartner.

appian

AI is Everywhere in Appian



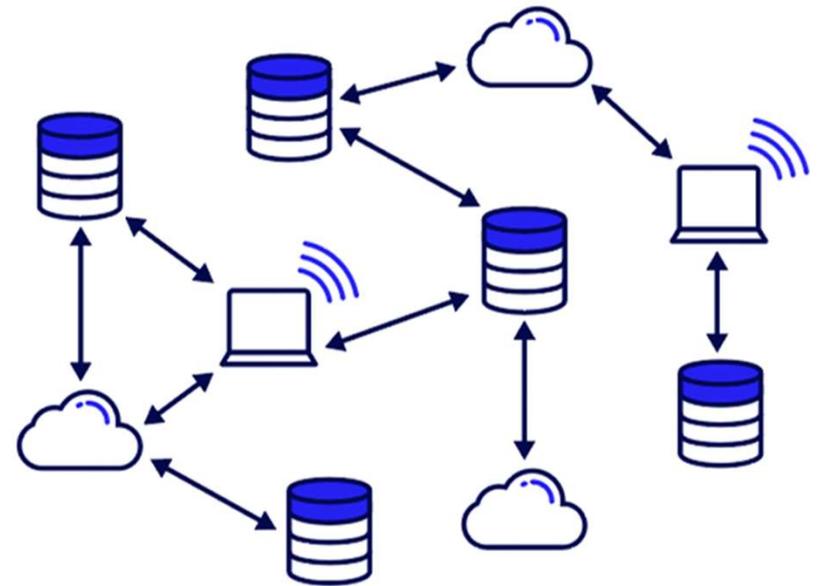
One Database



Stop Collecting

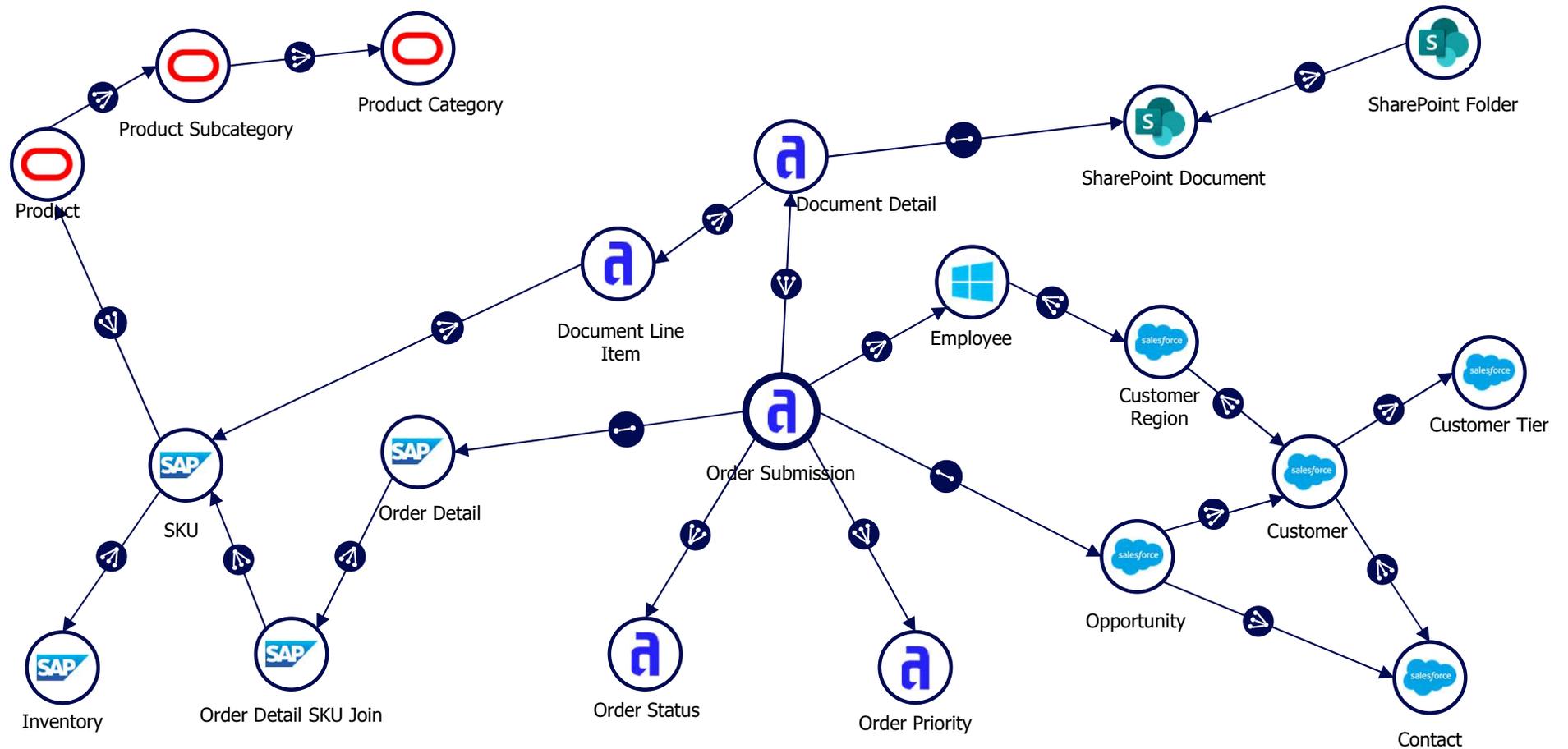
vs

Appian Data Fabric

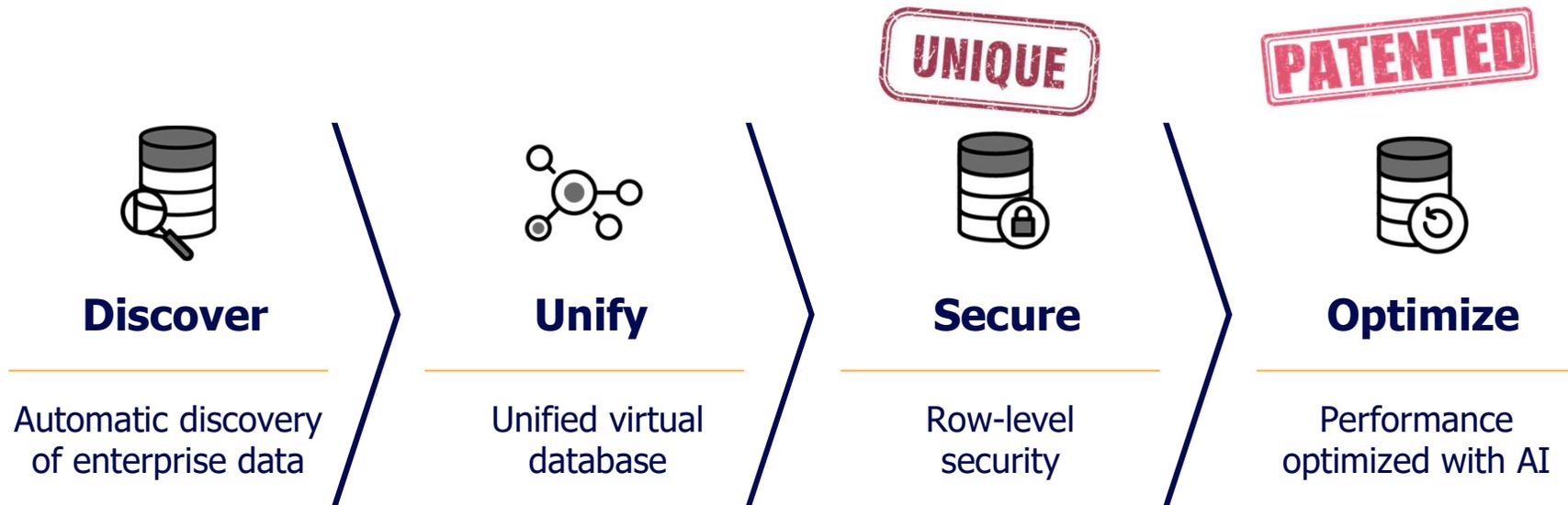


Start Connecting

Unify Data in Appian's Data Fabric



AI Advantage with Data Fabric





AI Skill Designer



Appian Offers Private AI

Trained on your data.

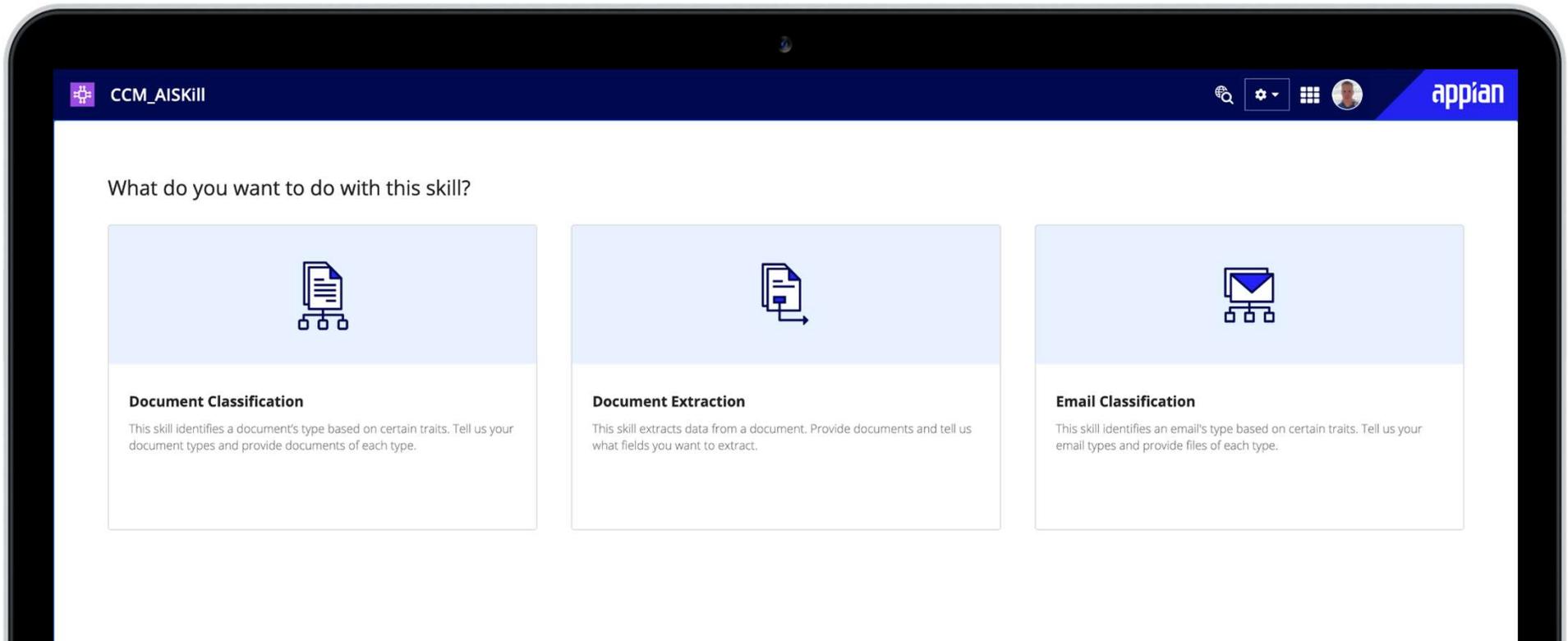
Data never escapes your control.

AI models are unique to your enterprise and never shared.



Intuitive, Low-code AI Skill Design

Easily build AI skills to process documents and natural language understanding of email communications.



The screenshot shows the Appian AI Skill Design interface for a skill named "CCM_AISkill". The interface is displayed on a tablet-like device. At the top, there is a dark blue header with the skill name "CCM_AISkill" on the left, search, settings, and user icons in the center, and the Appian logo on the right. Below the header, the main content area is white and features the question "What do you want to do with this skill?". Three light blue cards are presented as options:

- Document Classification:** Represented by a document icon with a tree structure below it. The description states: "This skill identifies a document's type based on certain traits. Tell us your document types and provide documents of each type."
- Document Extraction:** Represented by a document icon with an arrow pointing to a smaller document icon. The description states: "This skill extracts data from a document. Provide documents and tell us what fields you want to extract."
- Email Classification:** Represented by an envelope icon with a tree structure below it. The description states: "This skill identifies an email's type based on certain traits. Tell us your email types and provide files of each type."

Create a Custom AI Model for Email Processing

The screenshot shows the Appian interface for creating a custom AI model. The top navigation bar includes the Appian logo and the text 'CCM_AISkill'. On the left, a sidebar contains a link to 'View training summary' and a 'Create Model' section. The main content area is titled 'Email Types (0)' and features an illustration of a person in a wheelchair interacting with a large screen displaying a flowchart. Below the illustration, there is a section titled 'Collect Examples of Your Email Types' with a list of requirements and a '+ NEW EMAIL TYPE' button at the bottom.

CCM_AISkill

[← View training summary](#)

Create Model

Define the types of emails you work with. A model needs at least two email types to begin training.

Then, add example emails of each type to train the skill to classify similar emails.

- Make sure the emails you add represent the emails you expect to see when you use your skill in production.

Email Types (0)

Collect Examples of Your Email Types

Keep the following requirements in mind:

- Collect at least 10 emails per email type. More is better!
- Collect EML files only and put them in one ZIP file.
- Make sure all email files are unique.
- Make sure no folders or ZIP files within the ZIP file.

[+ NEW EMAIL TYPE](#)

Upload Training Data for an Email Type

The screenshot displays the Appian CCM_AISkill interface. The top navigation bar includes the Appian logo and user profile. The main content area is titled 'Email Types (0)'. A modal dialog box titled 'Create New Email Type' is open, showing the following details:

- Email Type Name:** Analyst Emails
- File:** Analyst Emails (ZIP - 228.58 KB)
- Requirements for Training:**
 - For the best results, upload emails that represent what you expect to classify in production.
 - Additionally, make sure of the following:
 - Upload at most one ZIP file containing at least 10 EML files
 - ZIP should contain only EML files
 - All individual EML files within a ZIP are unique
 - Ensure there are no folders or ZIP files within the ZIP

Buttons at the bottom of the dialog include 'CANCEL', 'CREATE AND ADD ANOTHER', and 'CREATE'.

Upload Training Data for an Email Type

The screenshot displays the Appian CCM_AISkill interface. The top navigation bar includes the Appian logo and user profile. The main content area is titled 'Email Types (0)'. A modal dialog box titled 'Create New Email Type' is open, showing the following details:

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 - Additionally, make sure of the following:
 - Upload at most one ZIP file containing at least 10 EML files
 - ZIP should contain only EML files
 - All individual EML files within a ZIP are unique
 - Ensure there are no folders or ZIP files within the ZIP
 - You can come back later to address all requirements.

Buttons at the bottom of the dialog include 'CANCEL', 'CREATE AND ADD ANOTHER', and 'CREATE'.

One-click Training Initiation on the Data Set

The screenshot displays the Appian CCM_AISkill interface. The top navigation bar shows the user's name and the Appian logo. The main content area is divided into a sidebar and a main panel. The sidebar contains instructions for creating a model, including a link to 'View training summary' and a 'Create Model' section. The main panel shows a table of 'Email Types' with two entries: 'Federal Contracts' and 'Analyst Emails'. A 'TRAIN MODEL' button is visible in the top right corner of the main panel. A large modal window is centered on the screen, indicating that training has started and providing a link to view the training summary.

CCM_AISkill appian

[← View training summary](#)

Create Model

Define the types of emails you work with. A model needs at least two email types to begin training.

Then, add example emails of each type to train the skill to classify similar emails.

- Make sure the emails you add represent the emails you expect to see when you use your skill in production.

Type	Files	EDIT	REMOVE
Federal Contracts	1 file	EDIT	REMOVE
Analyst Emails	1 file	EDIT	REMOVE

[+ NEW TYPE](#)

Training Started

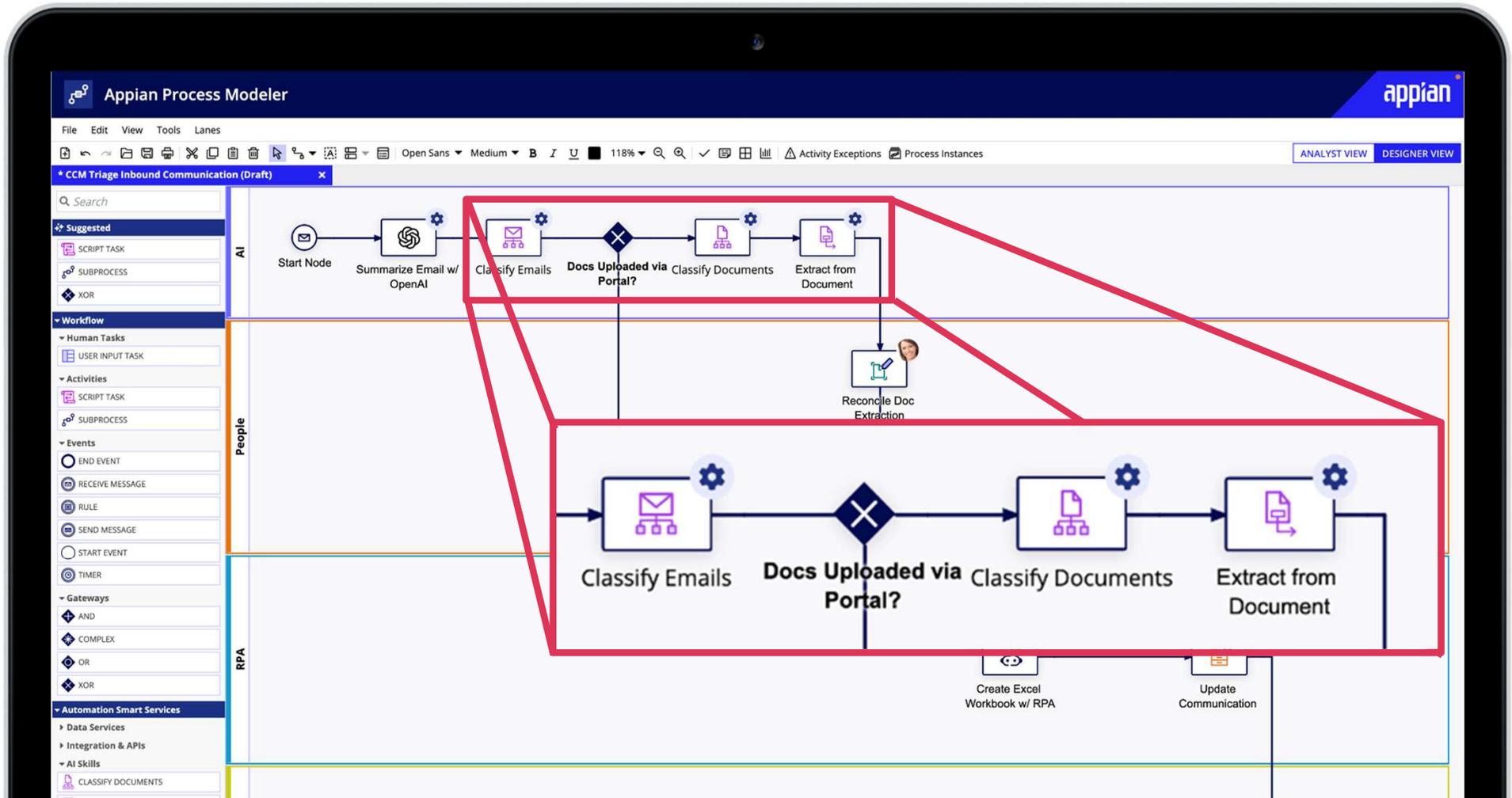


Training might take a while.
Check back later to see the training result.

[VIEW TRAINING SUMMARY](#)

[TRAIN MODEL](#)

Orchestrate AI Skills Anywhere in Appian apps.



Track AI Performance and Create More Models

The screenshot displays the Appian AI Studio interface for a model named 'CCM_ClassifyDocuments'. The main content area shows the 'Published Model' section for model '001', which was published on 4/28/2023 at 8:41 PM GMT+00:00 by james.lee. The model's performance is highlighted with a 100% accuracy, indicating that all predictions were correct. The document types classified are Invoice (19 documents), Payment Authorization Form (15 documents), and NDA (15 documents). A confusion matrix shows perfect classification for all three types. The metrics table shows a Macro Average and Weighted Average of 1.000 for Precision, Recall, and F-1 Score. The right sidebar provides instructions on how to use the AI skill and how to keep experimenting by training another model.

Published Model

001
4/28/2023 8:41 PM GMT+00:00 james.lee

Document Types (3)

- Invoice
19 documents
- Payment Authorization Form
15 documents
- NDA
15 documents

Metrics

100% 100% of the total number of predictions are correct.
This is a good indicator when every document type is equally important to you.
Accuracy [Hide Additional Metrics](#)

By Document Type | All Data

Confusion Matrix

Actual Type	Invoice	NDA	Payment Aut...
Invoice	100%	0%	0%
NDA	0%	100%	0%
Payment Aut...	0%	0%	100%

Metrics

	Precision ?	Recall ?	F-1 Score ?
Macro Average ?	1.000	1.000	1.000
Weighted Average ?	1.000	1.000	1.000

Published On
4/28/2023 8:41 PM GMT+00:00
james.lee

Last Trained On
4/28/2023 8:27 PM GMT+00:00
james.lee

Created On
4/28/2023 8:21 PM GMT+00:00
james.lee

Document Classification

Use AI Skill

Create a new process model or go to an existing process model and call this AI Skill in a smart service.

Keep Experimenting

[+ TRAIN ANOTHER MODEL](#)

Collect more data and train a new model. The more and better quality the data is, the more likely you can improve the skill.

Unpublished Models

002
[PUBLISH](#)



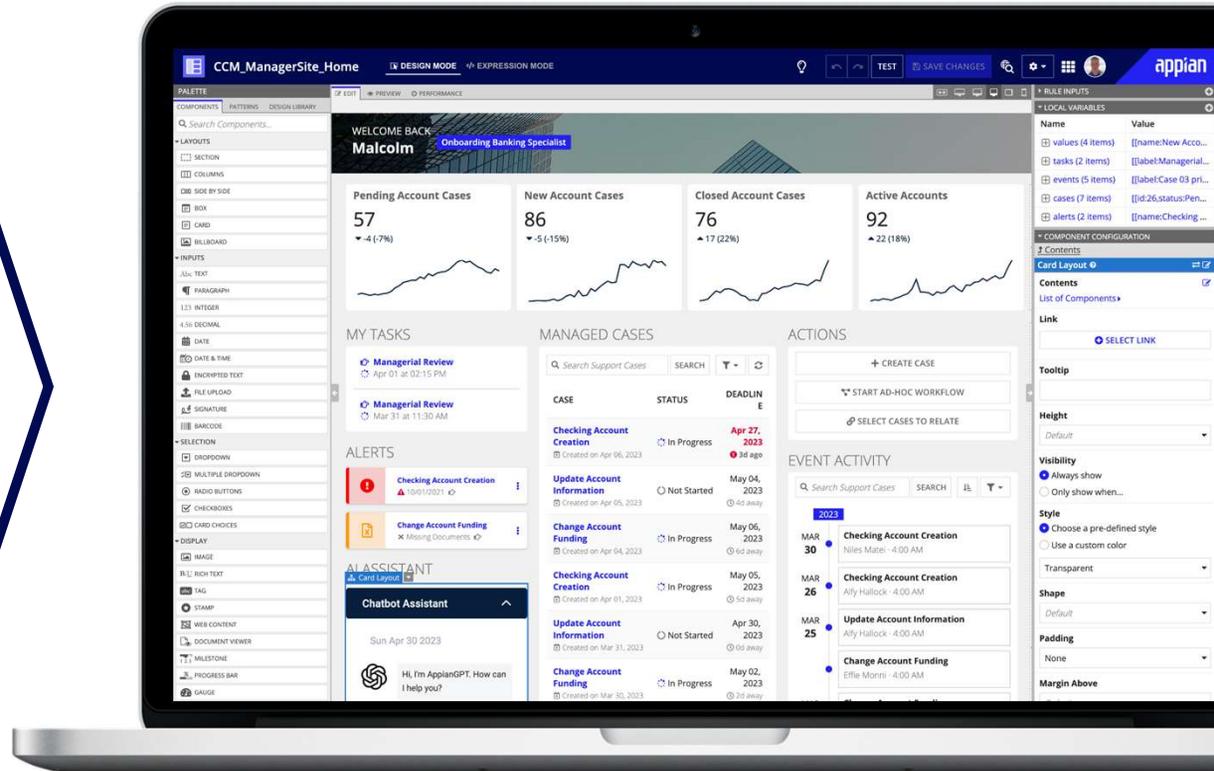
Generative AI



What is Appian SAIL?

A declarative expression language that underpins Appian's visual low-code design experience.

```
1 cast(  
2 'type!{http://www.appian.com/ae/types/2009}Boo  
3 if(  
4 or(  
5  
6 /*If index is less than 0*/  
7 toInteger(ri!index) <= 0,  
8  
9 /*If index is greater than array length*/  
10 toInteger(ri!index) > count(ri!array),  
11  
12 /*If we are skipping nulls, and the current  
13 and(  
14 rule!AS_CO_UT_booleanDefaultFalse(ri!skip  
15 rule!AS_CO_UT_isBlank(ri!array[ri!index]  
16 )  
17 ),  
18  
19 /*Then return false*/  
20 false,  
21  
22 /*Otherwise, remove the current index  
23 /*And check if the remaining list co  
24 with(  
25 local!array: remove(  
26 ri!array,  
27 toInteger(ri!index)  
28 ),  
29 local!valueAtIndex: ri!array[ri!index],  
30 if(  
31 ri!caseSensitive,  
32 contains(  
33 local!array,  
34 local!valueAtIndex  
35 )  
36 )  
37 )  
38 )  
39 )  
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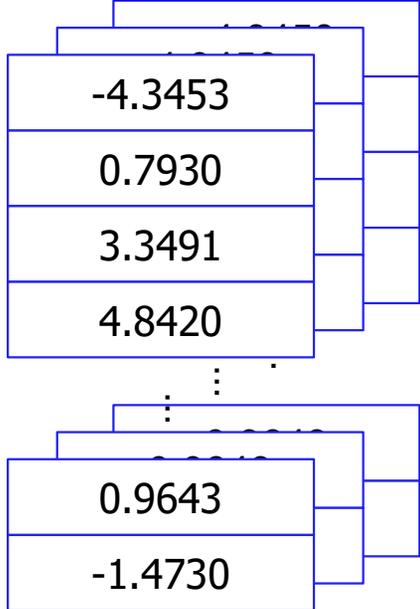
Training Large Language Models on Appian SAIL

```
1 cast(  
2 type!{http://www.appian.com/ae/types/2009}Boo  
3 if(  
4 or(  
5  
6 /*If index is less than 0*/  
7 tointeger(ri!index) <= 0,  
8  
9 /*If index is greater than array length*/  
10 tointeger(ri!index) > count(ri!array),  
11  
12 /*If we are skipping nulls, and the current  
13 and(  
14 rule!AS_CO_UT_booleanDefaultFalse(ri!skip  
15 rule!AS_CO_UT_isBlank(ri!array[ri!index])  
16 )  
17 ),  
18  
19 /*Then return false*/  
20 false,  
21  
22 /*Otherwise, remove the current index from the  
23 /*And check if the remaining list contains the  
24 with(  
25 local!array: remove(  
26 ri!array,  
27 tointeger(ri!index)  
28 ),  
29 local!valueAtIndex: ri!array[ri!index],  
30 if(  
31 ri!caseSensitive,  
32 contains(  
33 local!array,  
34 local!valueAtIndex  
35 )  
36 )  
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```

Large Language model



-4.3453
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3.3491
4.8420
⋮
0.9643
-1.4730



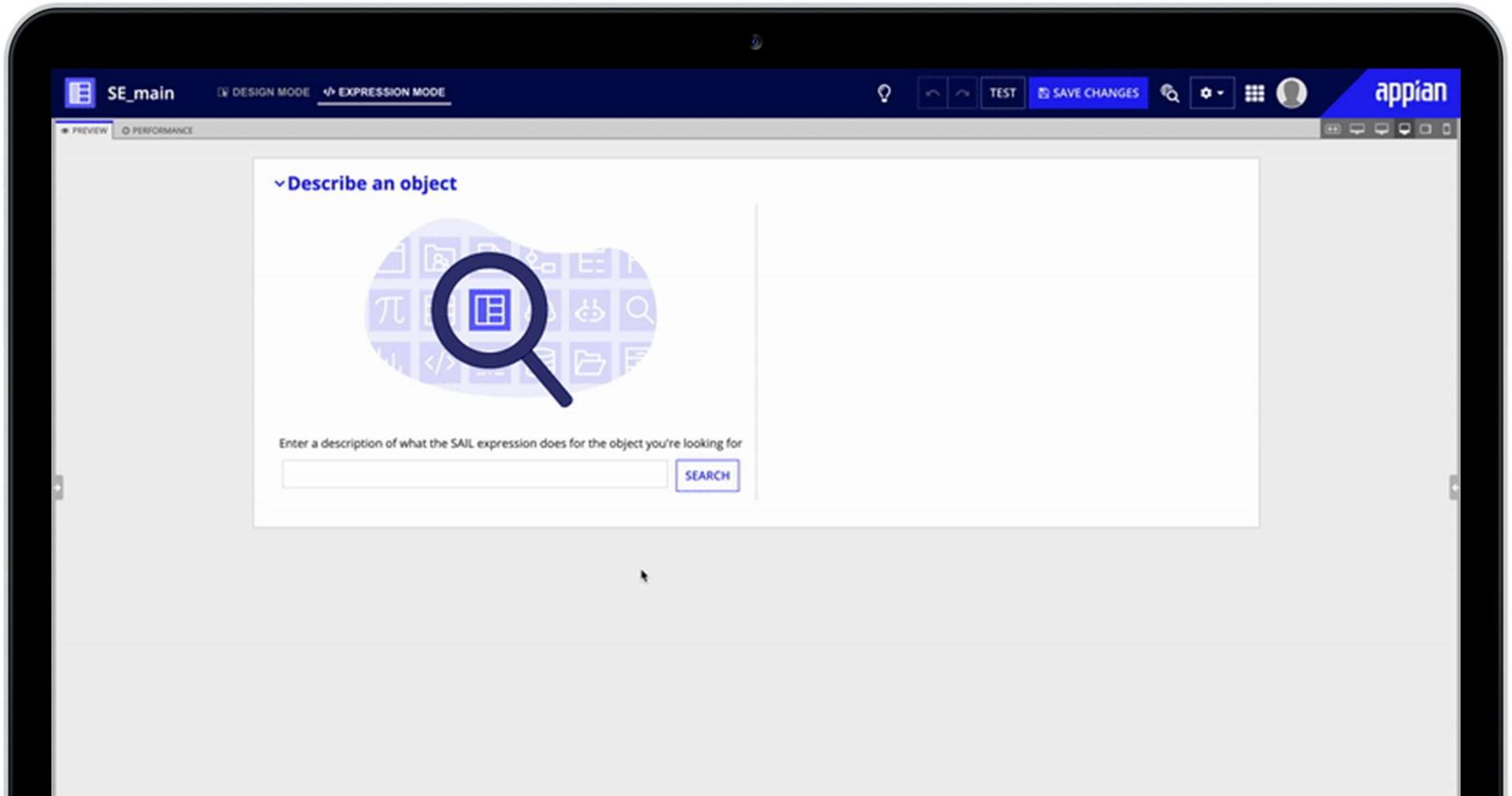
Extract SAIL expression

Run SAIL expression through Language Model*

Get an Embedding Vector that numerically describes/represents what the SAIL expression does

Do this for all objects with SAIL expressions

Natural Language Search of Appian SAIL



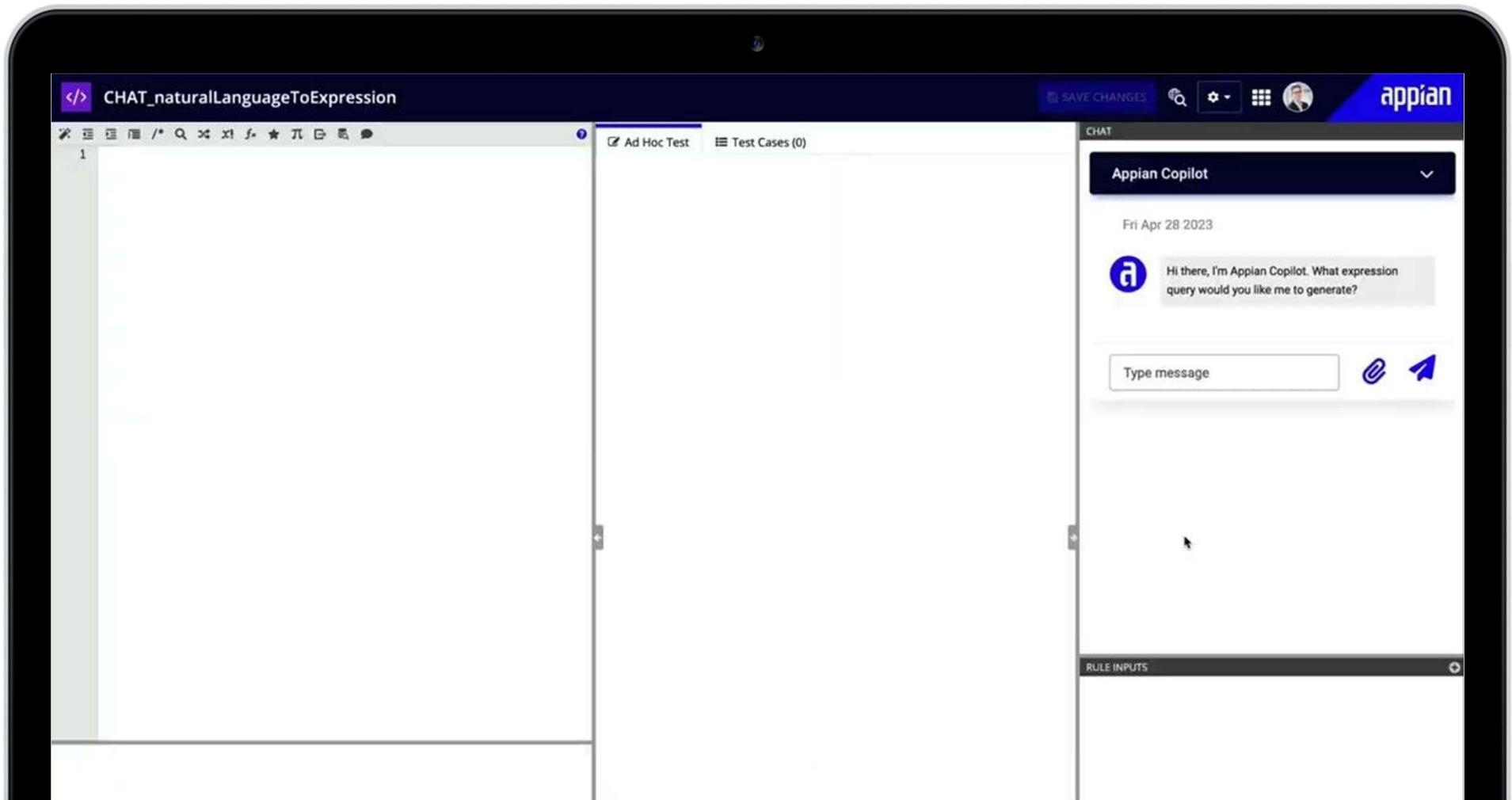
Natural Language Generating App Documentation

The screenshot displays the Appian user interface for the 'SE_describeSail' application. The top navigation bar includes the Appian logo and the text 'appian'. Below the navigation bar, the interface is split into several sections:

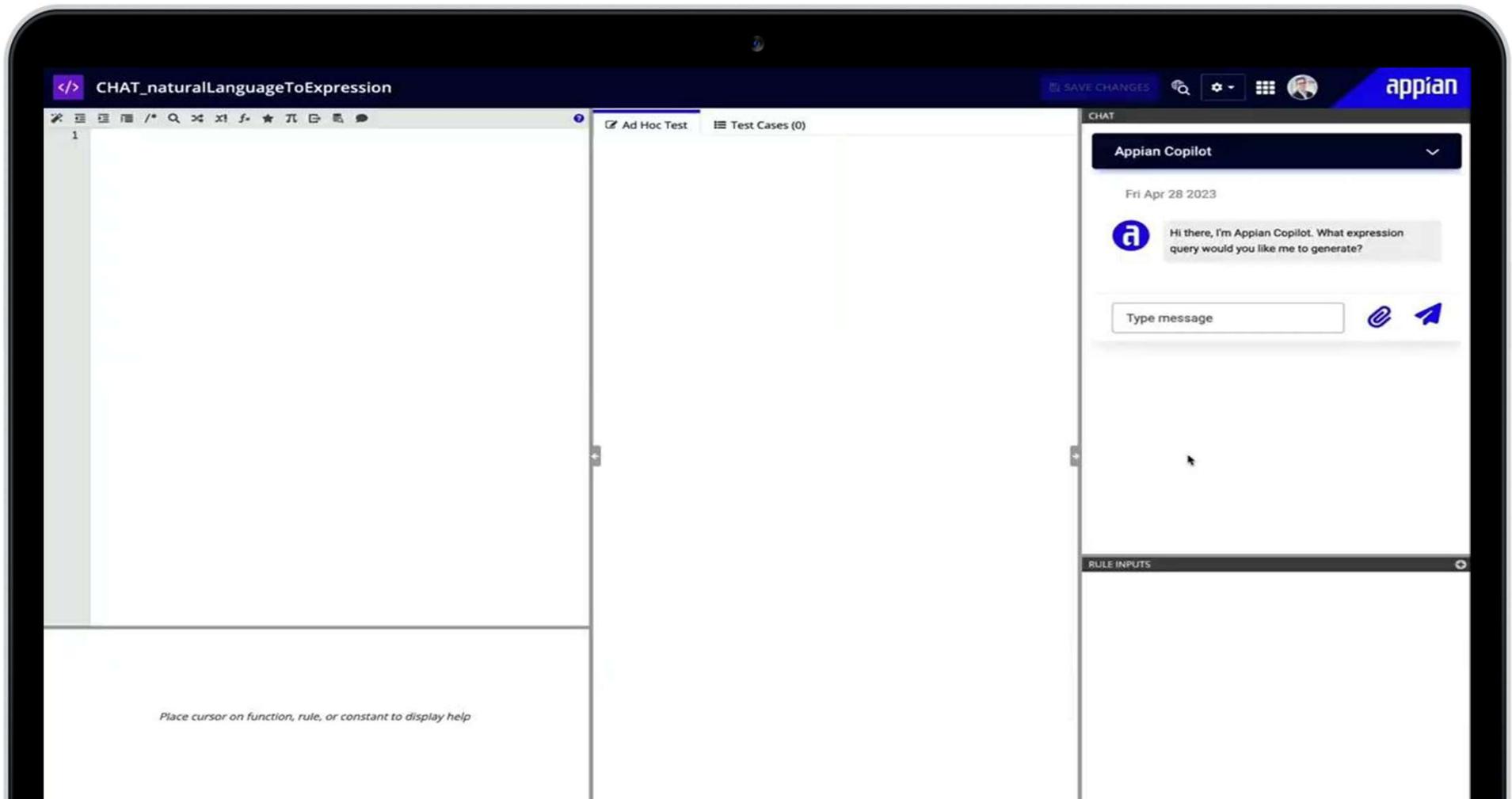
- Header:** 'SE_describeSail' followed by 'DESIGN MODE' and 'EXPRESSION MODE' (which is currently selected).
- Toolbar:** Contains icons for 'TEST', 'SAVE CHANGES', and other utility functions.
- Main Canvas:** A large workspace for editing expressions. It features a toolbar with various symbols and a text area containing the instruction: "Enter some SAIL and then press DESCRIBE." A blue 'DESCRIBE' button is positioned to the right of the text area. Below the text area is a 'Description' field with a grid of lines for input.
- Right Panel:** A sidebar titled 'LOCAL VARIABLES' containing a table with the following data:

Name	Value
● sail	null
● description	null
- Bottom:** A footer note that reads: "Place cursor on function, rule, or constant to display help".

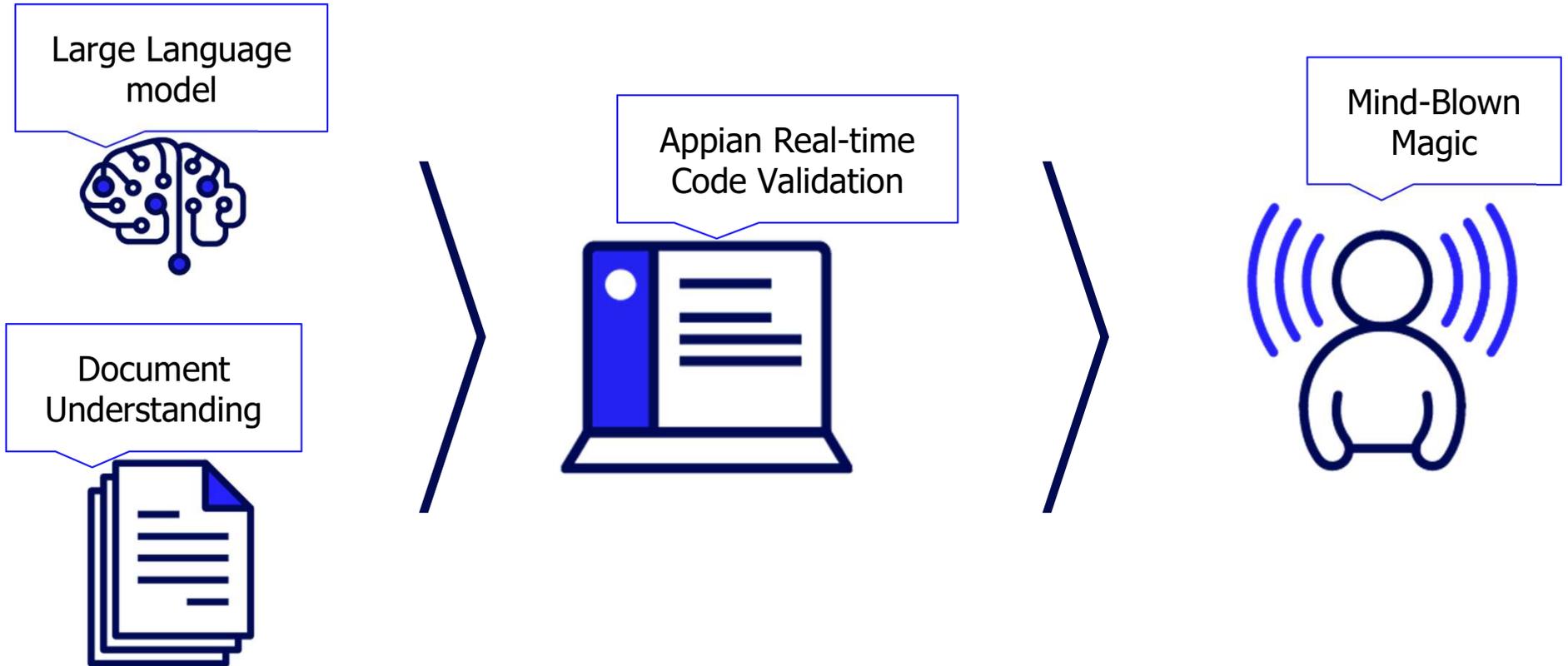
Create Complex Expressions from Natural Language



Create Complex Expressions from Natural Language



Combining AI Services for Greater Effect.



Doc and Generative AI in Interface Design

The screenshot displays the Appian interface design tool. The main workspace shows a document titled "Moller" with the following content:

Moller

Moller Repairs Department

Please note the information below.

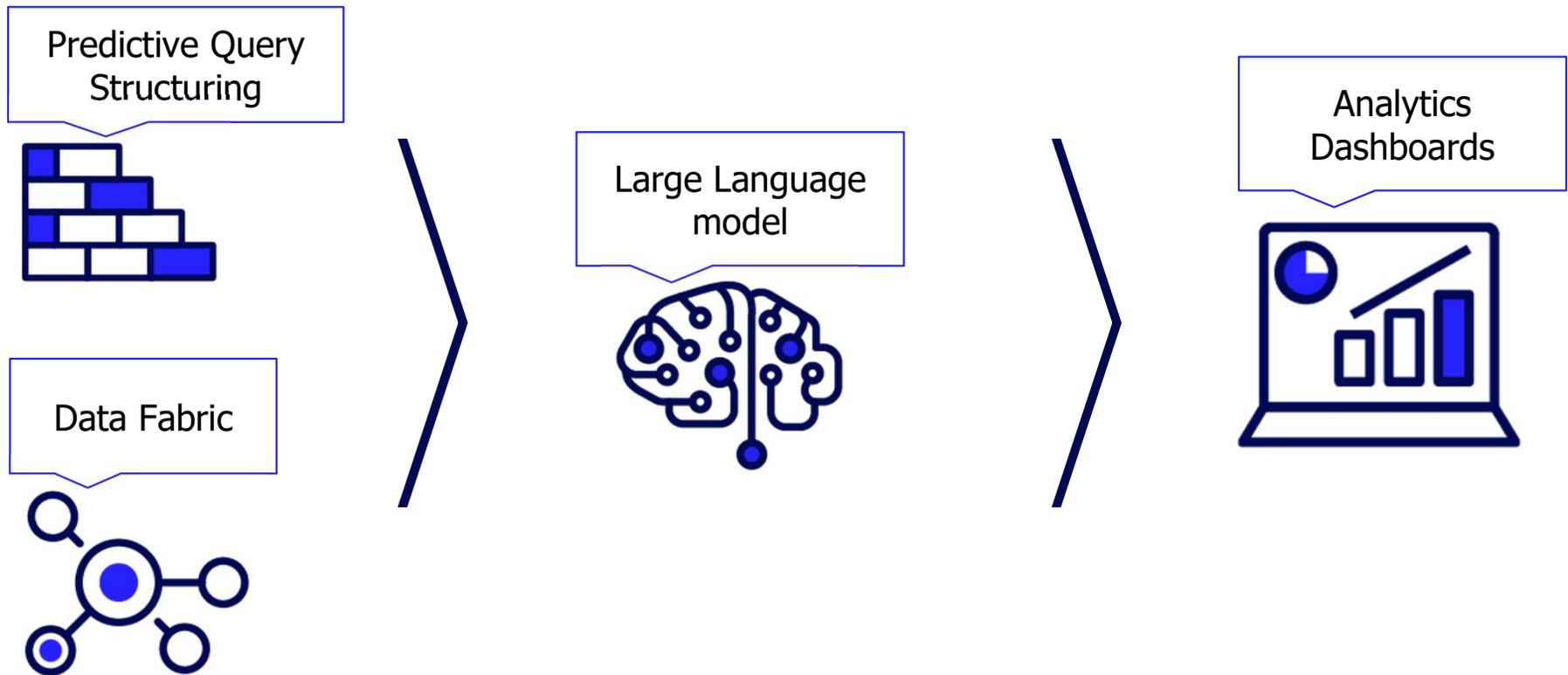
- If your warranty is still active for this equipment, please complete the questions below and attach it to your service repair request along with any additional materials you believe relevant.
- After we receive your request and claim information, we will review your request and send an inspector to the site. If we believe that we cannot provide you with sufficient service to repair the product, we will review your warranty claim information and provide you with further information.
- Please note that additional materials including the original warranty document may be required.

The right-hand side of the interface features a chat window titled "Appian Copilot". The chat history shows a message from the AI assistant dated "Sat Apr 29 2023":

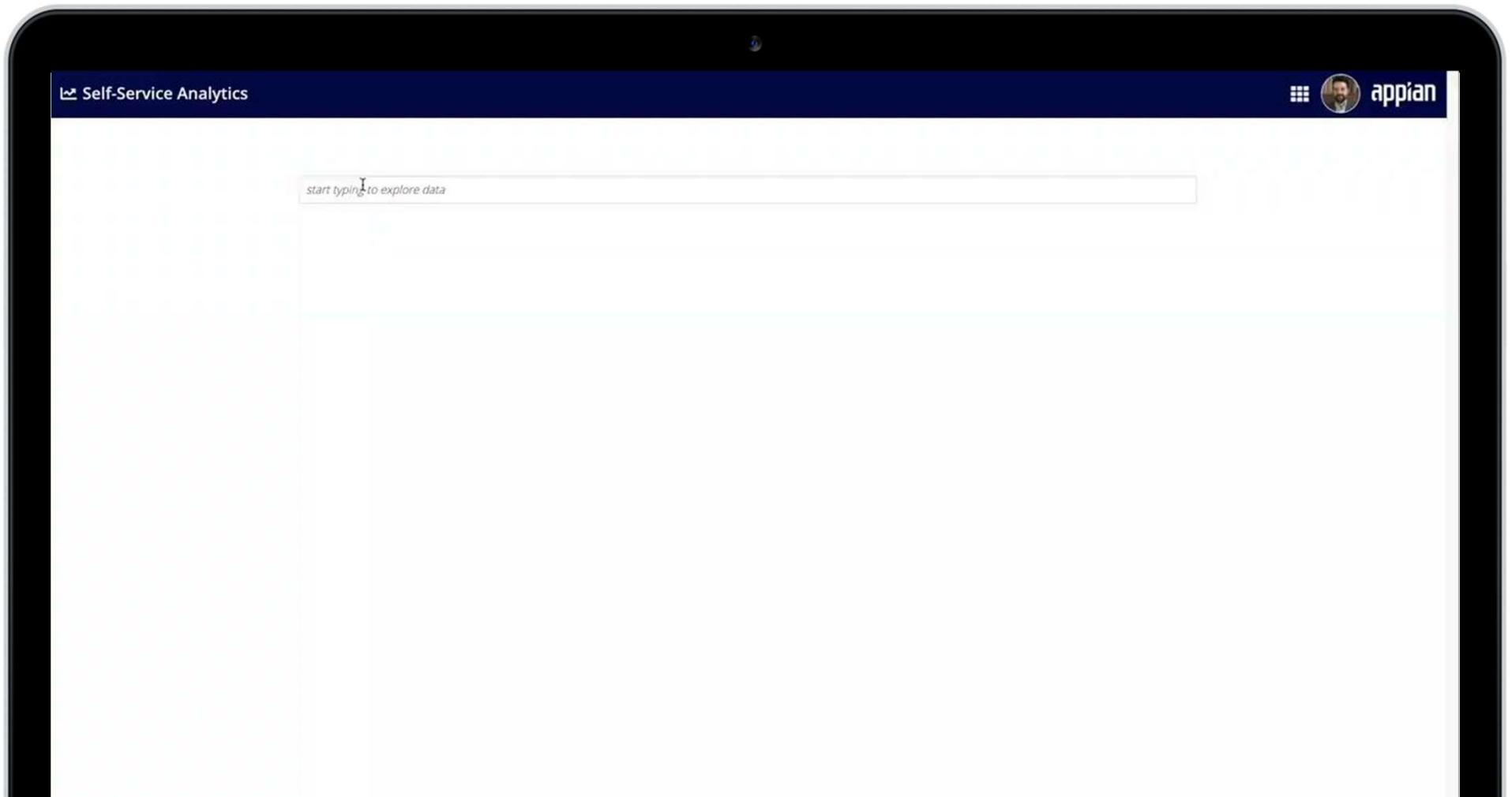
Hi there, I'm Appian Copilot. What interface would you like me to generate?

Below the chat history is a text input field labeled "Type message" and a send button. At the bottom of the chat window, there is a "RULE INPUTS" section.

Natural Language Query of the Data Fabric



Intuitive BI for Data Fabric Reporting



The image shows a low-angle shot of a modern glass skyscraper against a clear blue sky. The word 'appian' is written in large, white, lowercase letters across the center of the image. At the top of the building, the word 'appian' is also visible in a smaller, blue, 3D-style font.

appian

A leader in process automation.

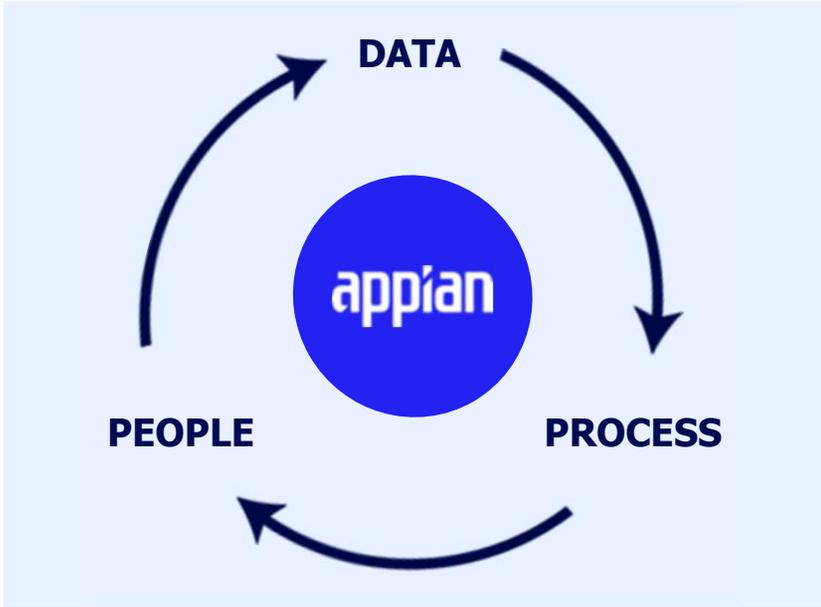
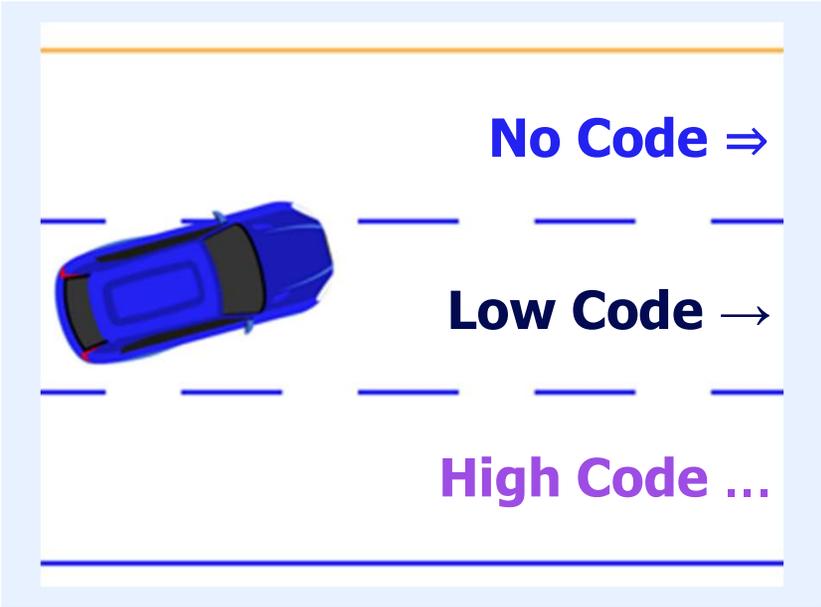


Engineering Strategy

Suvajit Gupta

Executive Vice President, Engineering

Appian Platform Value



Use
"Easy, productive"

Develop
"Fast, powerful"

Extend
"Open, seamless"

Administer
"Secure, robust"

Appian's Critical Capabilities

Data Fabric



Unify data across systems to build powerful applications.

Automation



Automate anything with integrated Workflow, RPA, AI, IDP, and API Integration.

Total Experience



Engage internal and external users across web & mobile experiences.

Process Mining



Discover process inefficiencies and optimize business outcomes.



Low-Code

Enabling business and IT with fast speed to solution through intuitive controls.



Unified

Integrated solution reducing training times and dependence on additional tools.



Enterprise-Grade

Highly reliable, scalable, and secure architecture for demanding applications.

Appian's Capabilities Reduce Effort and Needed Expertise

Automation



Automate anything with integrated Workflow, RPA, AI, IDP, and API Integration.

2006

Replaces:

- Java/C# code
- Parallel processing
- ML toolchain
- Task scheduling
- Infrastructure

Total Experience



Engage internal and external users across web and mobile experiences.

2012

Replaces:

- Javascript code
- HTML and CSS
- Web frameworks
- Client/server
- iOS/Android apps

Data Fabric



Unify data across systems to build powerful applications.

2021

Replaces:

- SQL code
- Database views
- Federated queries
- Indices and tuning
- Schema optimization



Solutions

Globalization



Portals

Total Experience



Low-Code Design Tools

Automation

Process Insights

Process Mining

Cloud Native

Rules

Decisions

Data Fabric

IDP

Forms

RPA

Integrations

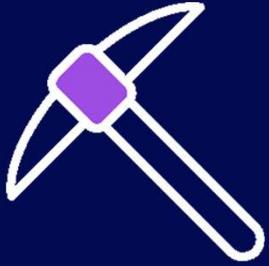
Data Prep



Slide 53

1

slides 23-25 are really complicated. I think the new architecture diagram (the potato) should be what we should show.
Lang Ly, 4/21/2023



Process Mining



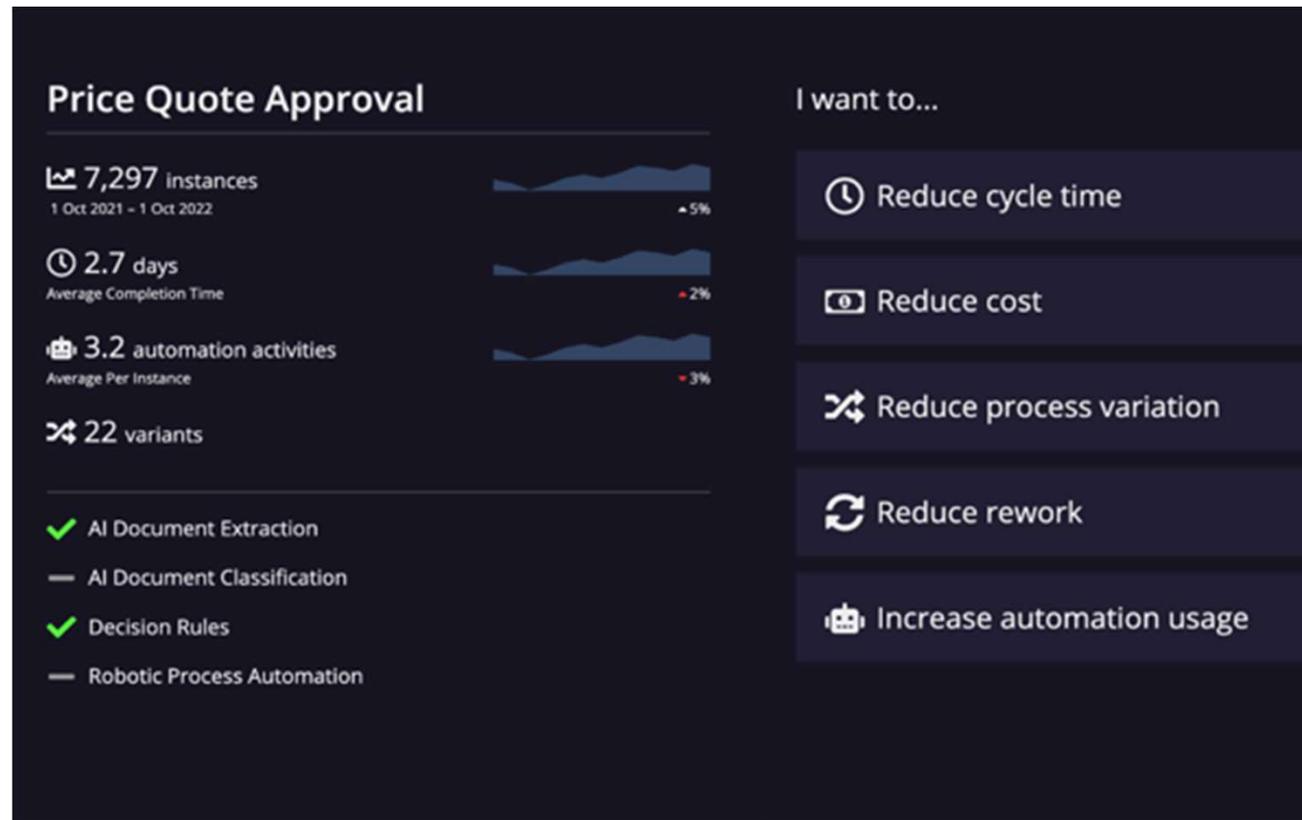
Process Insights

Process owners and business analysts can **explore their processes** and related data and systems in a new out-of-the-box experience.

Users are guided to the most important insights and problem areas.

Highlight use of **automation**: RPA, IDP, AI, APIs, rules, etc.

Estimate business impact, **build a case for change**, even make changes directly in production.



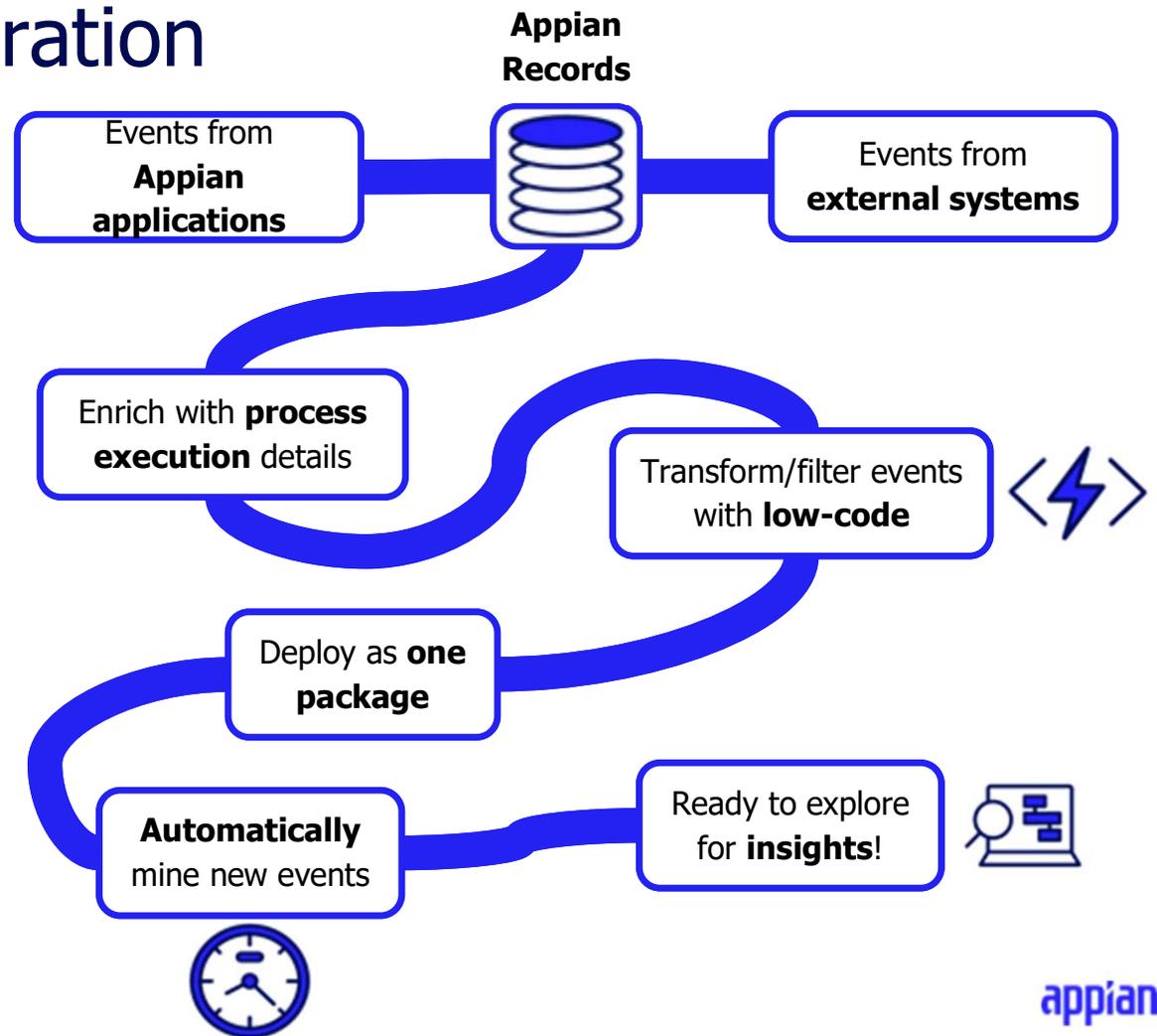
Low-code Data Preparation

Every application built in Appian can be easily configured for process insights and improvements.

Developers use Records to add event logging to their apps, and to bring in events from external systems.

Data prep is deployed with the application, and the process appears automatically in the process insights interface.

No separate process mining engagement is needed.



Business Event Audit

It's easy for customers to capture and display a history of business events to **help end users make decisions faster.**

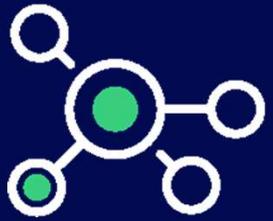
Accelerate development by generating objects and providing smart defaults throughout the configuration process.

Empower customers to mine their business processes by standardizing the data structure of business events.

Claims History

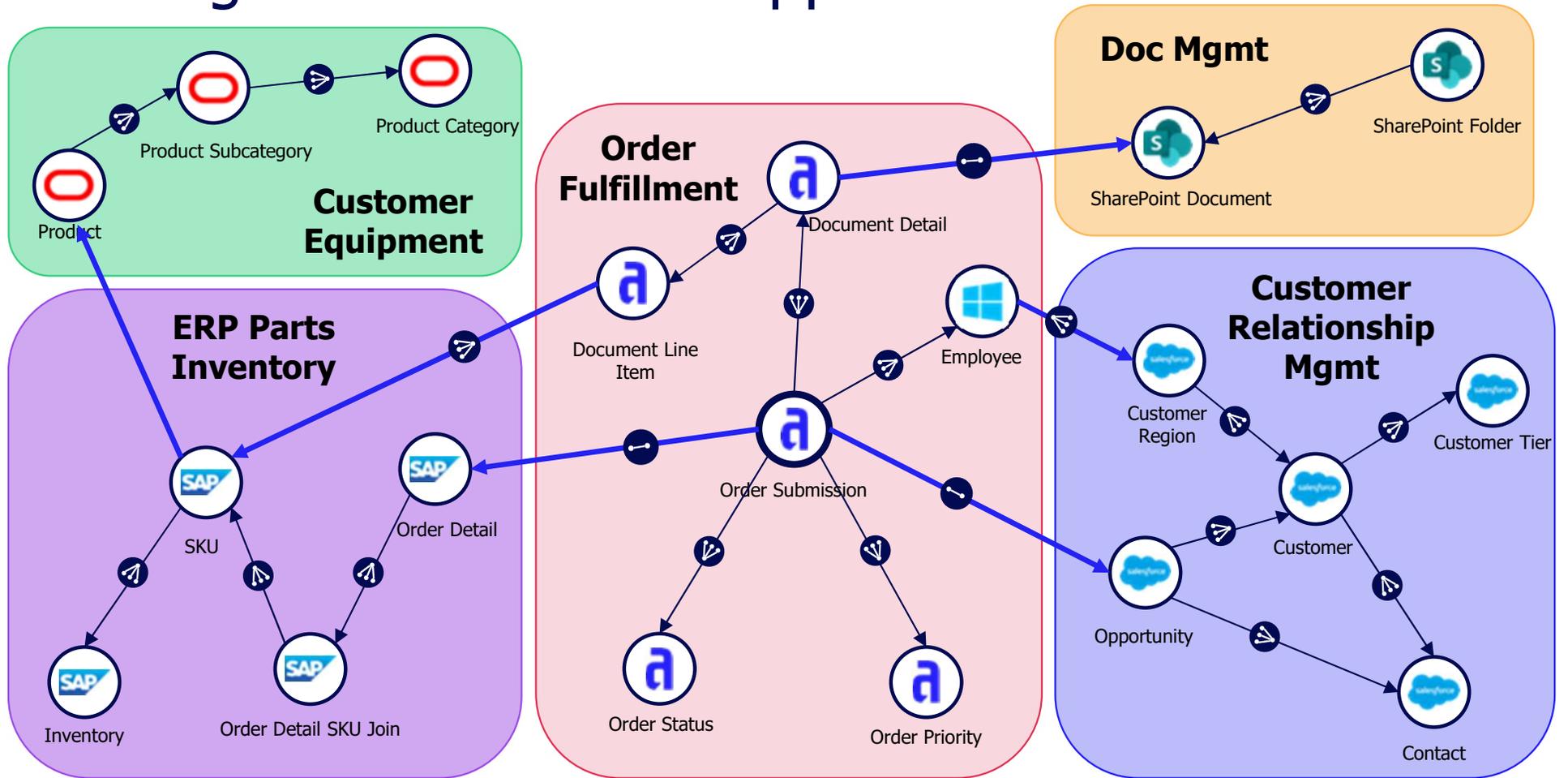
	Robin Sultan accepted ownership of a participant Nov 14, 2022 12:18 PM Megan Cassidy - 44568289
	Robin Sultan accepted ownership of a participant Nov 13, 2022 7:00 PM Ken Stephens - 445682091
	Regina Yan assigned participants to a queue Nov 11, 2022 12:18 PM >
	Regina Yan completed accounting review Nov 11, 2022 12:18 PM ▼ Ken Stephens and Megan Cassidy were marked as Approved: In Good Order
	Regina Yan added payment to participant Nov 10, 2022 12:18 PM Ken Stephens - 445682091 >

[View All \(18\)](#)

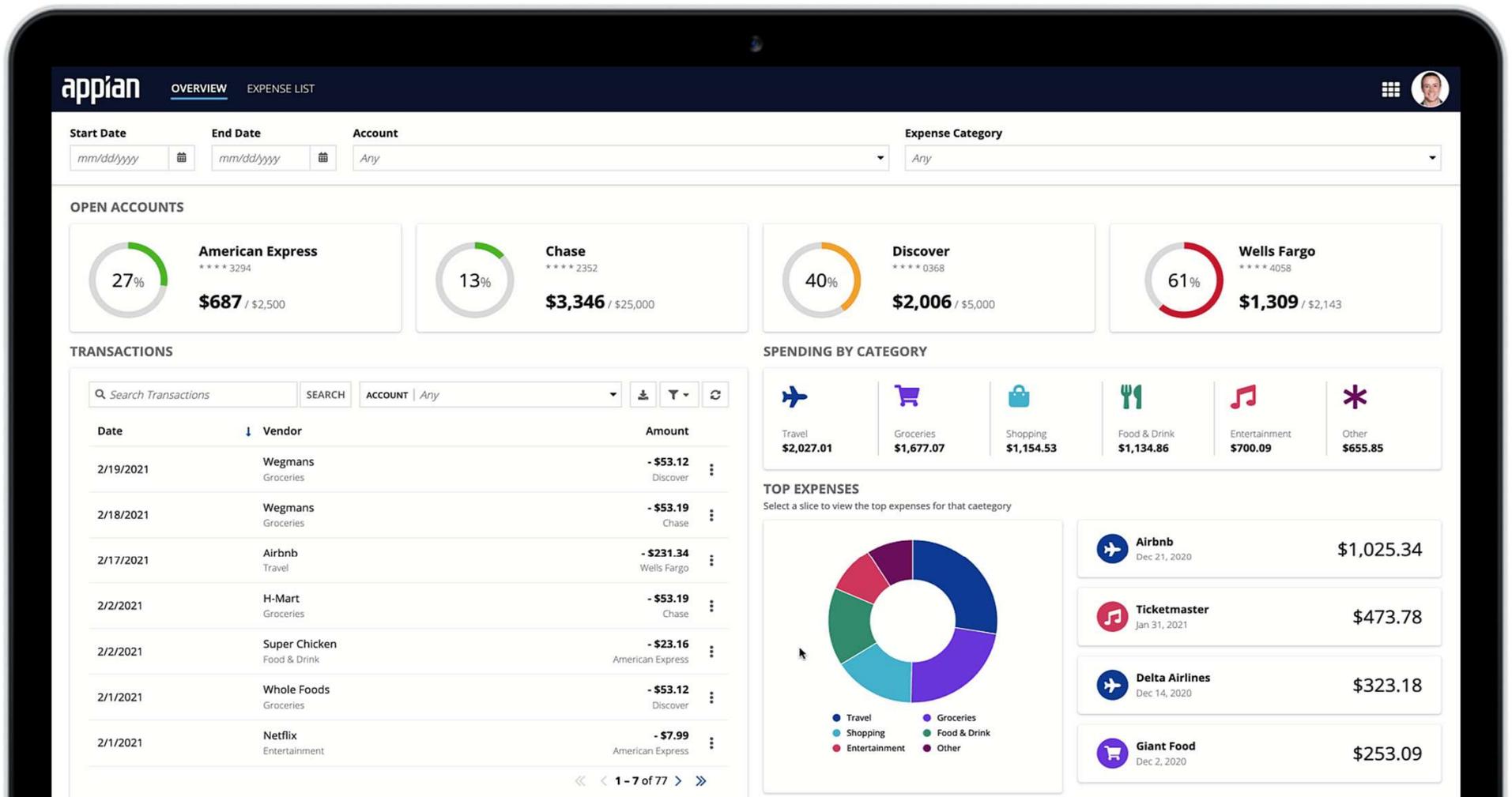


Data Fabric

Building a Data Fabric in Appian



Powered by Data Fabric



Enterprise Scale and Intelligent Optimizations

Larger data volume support (**10M+ rows**) for data sync to enable more use cases.

Automatic optimizations to data queries will **improve query performance** without developer intervention, **reducing need** for up-front capacity planning and data design.

Additional **sync and source filter features** will help apps better **manage exceeding data sync row limits**.

The screenshot shows the 'Data Sync' configuration page in the Zendesk Incidents interface. The left sidebar contains navigation options: DATA (Data Model, Data Sync), USER INTERFACES (Tempo, List, User Filters, Views, Related Actions), SECURITY (Record-Level Security), and MONITORING (Performance, Sync History). The main content area is titled 'Data Sync' and shows a 'Full Sync Succeeded' status with a green checkmark, finished at 10:01:0021 9:30 AM, and a 'Last Sync' at 01/20/2022 @ 1:03 PM. Below this, there are sections for 'Sync Settings' (Schedule a sync, Record Volume: Sync All Records or Sync Only, Sync Time: 3:00, Sync Frequency: 15 minutes), 'Skip failed syncs', 'Configure Source Filters' (Basic or Expression filter, Ignore filters with empty values, a table with Source Field 'Department', Condition 'equals', and Value 'Engineering'), 'Row Limit and Sort' (Show 250,000 rows, Sort By EmployeeName in Ascending Order), and a 'Preview' table with 3 rows of employee data. A green notification bar states 'This source will return 1,257 rows, and is within the 250,000 limit for sync.' At the bottom, there are 'BACK', 'CANCEL', and 'NEXT' buttons.

ID	Employee Name	Title	Department	Tribe	Squad
01	John Snow	Software Engineer	Engineering	MR	RDS
02	Edward Stark	Senior Product Manager	Engineering	MR	RDS
03	Jamie Lemster	Principal Software Engineer	Engineering	MR	RDS

Expanded Connectivity and Authentication

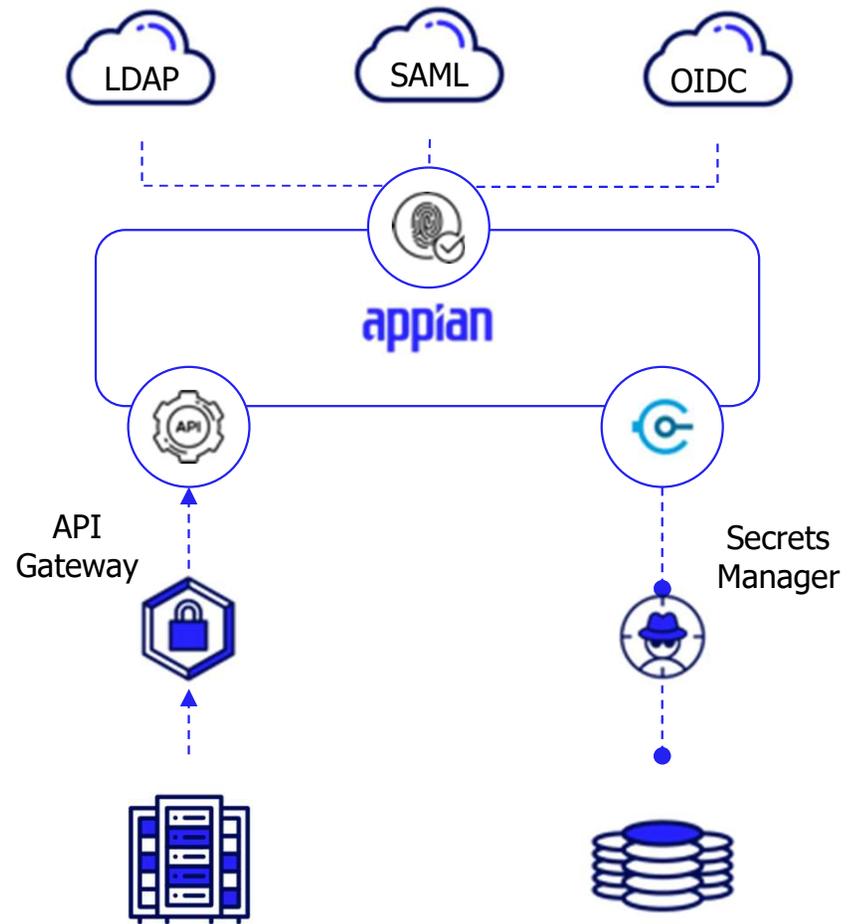
New **options** for connecting Appian to enterprise infrastructure.

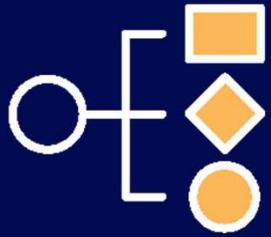
Wider **compliance** with existing security standards.

User authentication via **OpenID Connect**.

API gateway support for Web APIs.

Support for external **secrets managers** like CyberArk.





Process Automation



Unifying RPA into Designer to Easily Build and Deploy

Developers will access and create **Robotic Tasks and “new” Robot Pools in the Appian Designer** - just like other objects.

Add RPA to the **same deployment package** as the rest of a designer’s application objects - **simplifying RPA DevOps!**

RPA now benefits from the same features as other objects:

- Shared security model
- Dependency analysis
- Compare & Deploy
- Versioning
- And more...!

The image displays two screenshots from the Appian Designer interface. The top screenshot shows the 'Appian Designer' main window with a search bar and a list of objects. The bottom screenshot shows the 'Robot Pool Name' configuration window, which includes a search bar, a list of object types, and a 'MEMBER TYPE' section. The 'Robotic Task' option is selected in the 'MEMBER TYPE' section. Below the configuration window is an illustration of a person interacting with a robot pool, with a text box that says 'Add Members' and 'This pool is empty. Add robots or pools as members.' and an 'ADD MEMBERS' button.

Appian Designer

ALL OBJECTS | PLUG-INS

Name or description

Clear Filters

OBJECT TYPE

- AI Skill
- Connected System
- Constant
- Data Store
- Data Type
- Decision
- Document
- Expression Rule
- Feed
- Folder
- Group
- Integration
- Interface
- Portal
- Process Model
- Query Rule
- Record Type
- Report
- Robotic Task
- Site
- Web API

Name
list-flow-designer
bry-bot1234

Robot Pool Name

Name or details

OBJECT TYPE

- Robot Pool
- Robot

MEMBER TYPE

- Direct
- Indirect
- Rule

Add Members

This pool is empty. Add robots or pools as members.

ADD MEMBERS

Faster RPA Development with New Actions / Debugger

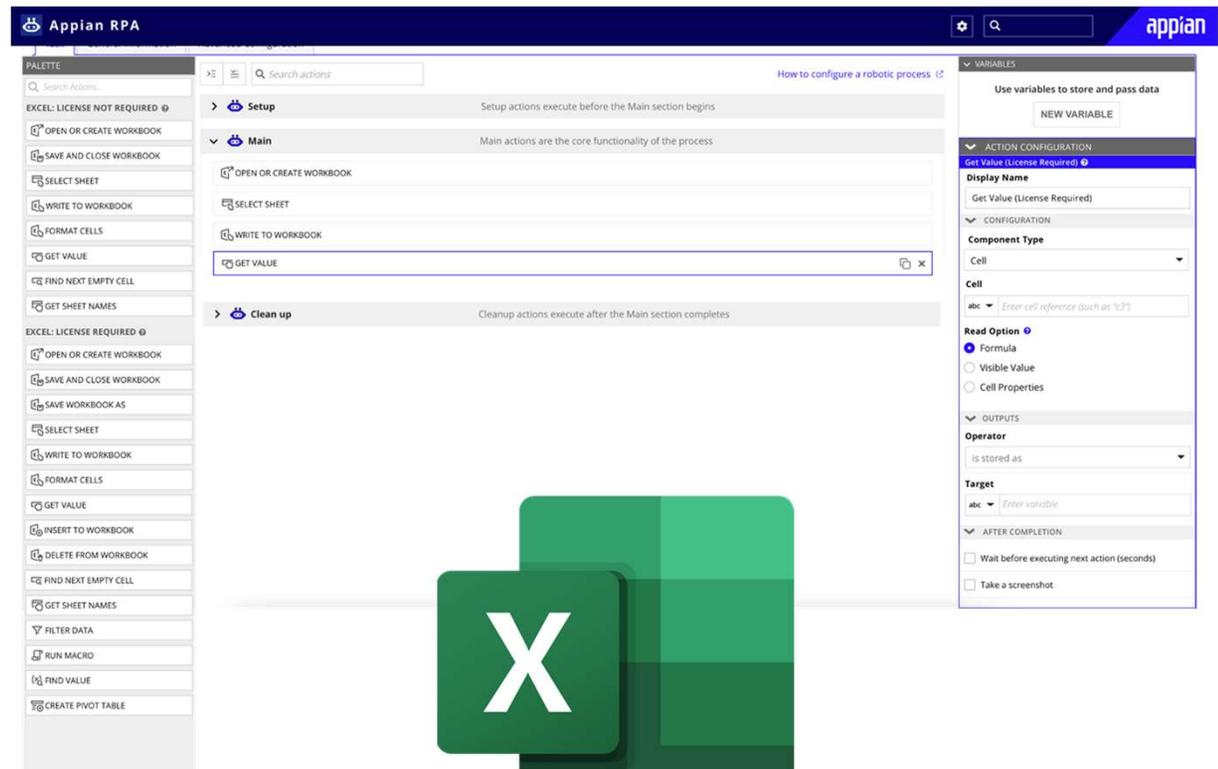
Expand capabilities and speed with **low-code Excel actions** including:

- Select Sheet(s)
- Insert Rows / Columns
- Format Cells
- Get Value
- Find Next Empty Cell
- Get Sheet Names
- Run Macros and More...!

Advanced Browser Actions including web table extraction and interacting with browser alerts

Improved **Image Recognition Actions** and new Task recorder support for image capture mode

Open and **debug robotic subtasks in separate tabs** or modify process variables during debugging

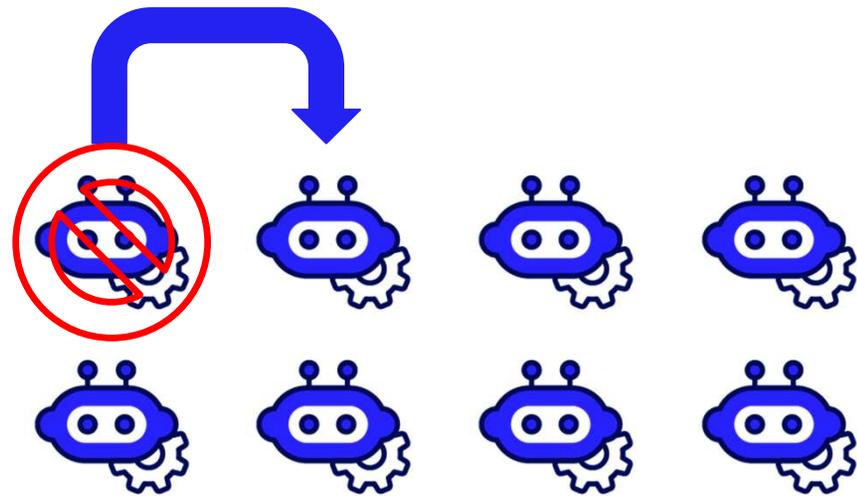


High-Availability / Self-Managed RPA for More Scale

Improve performance of RPA to **scale**
and run more concurrent robots.

Robotic tasks will continue to work during unexpected server outages or resume when service is restored.

RPA will be available natively for Appian self-managed customers, **eliminating the need for hybrid deployments.**



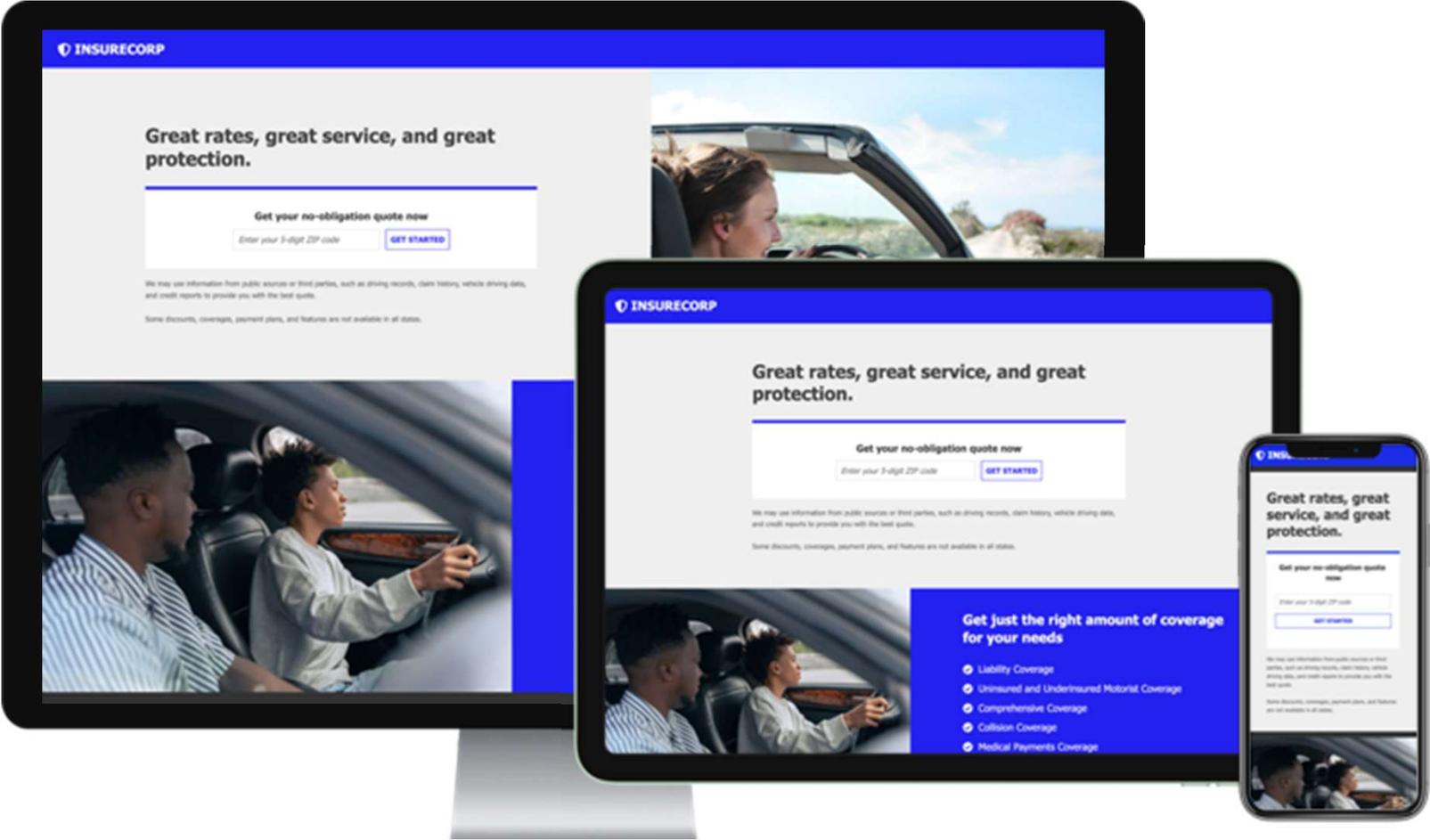


Total
Experience



appian

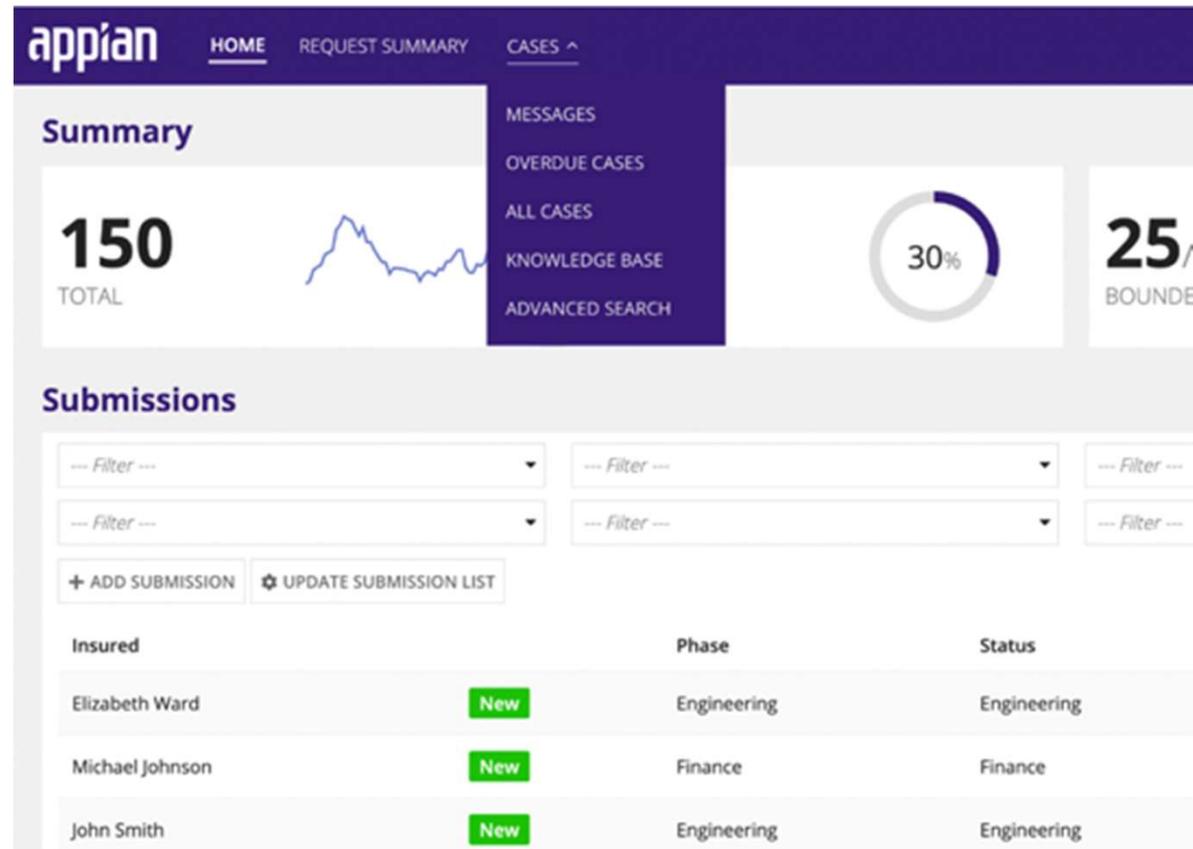
Total Experience



Nested Pages in Sites and Portals

Site and portal **pages can be grouped into pulldown menus**, allowing significantly more complex app navigation.

This ubiquitous request **benefits all customers** and sets the foundation for a new generation of UI navigation improvements.



The screenshot displays the Appian portal interface. At the top, there is a navigation bar with the Appian logo and menu items: HOME, REQUEST SUMMARY, and CASES ^. A pulldown menu is open under CASES, listing: MESSAGES, OVERDUE CASES, ALL CASES, KNOWLEDGE BASE, and ADVANCED SEARCH. Below the navigation bar, the 'Summary' section shows a large number '150' with 'TOTAL' underneath, a line graph, and a circular progress indicator showing '30%'. To the right, there is a '25%' indicator with 'BOUNDE' below it. The 'Submissions' section features a table with columns for 'Insured', 'Phase', and 'Status'. The table contains three rows of data, each with a 'New' button in the 'Insured' column.

Insured	Phase	Status
Elizabeth Ward New	Engineering	Engineering
Michael Johnson New	Finance	Finance
John Smith New	Engineering	Engineering

Navigation Flexibility

Add features and options to UI navigation to **support the variety of customer needs**.

This includes **new styles** for headers and controls, **new navigation layouts** like having nested pages in a sidebar instead of a pulldown menu (see image on slide), page **footers**, and more.

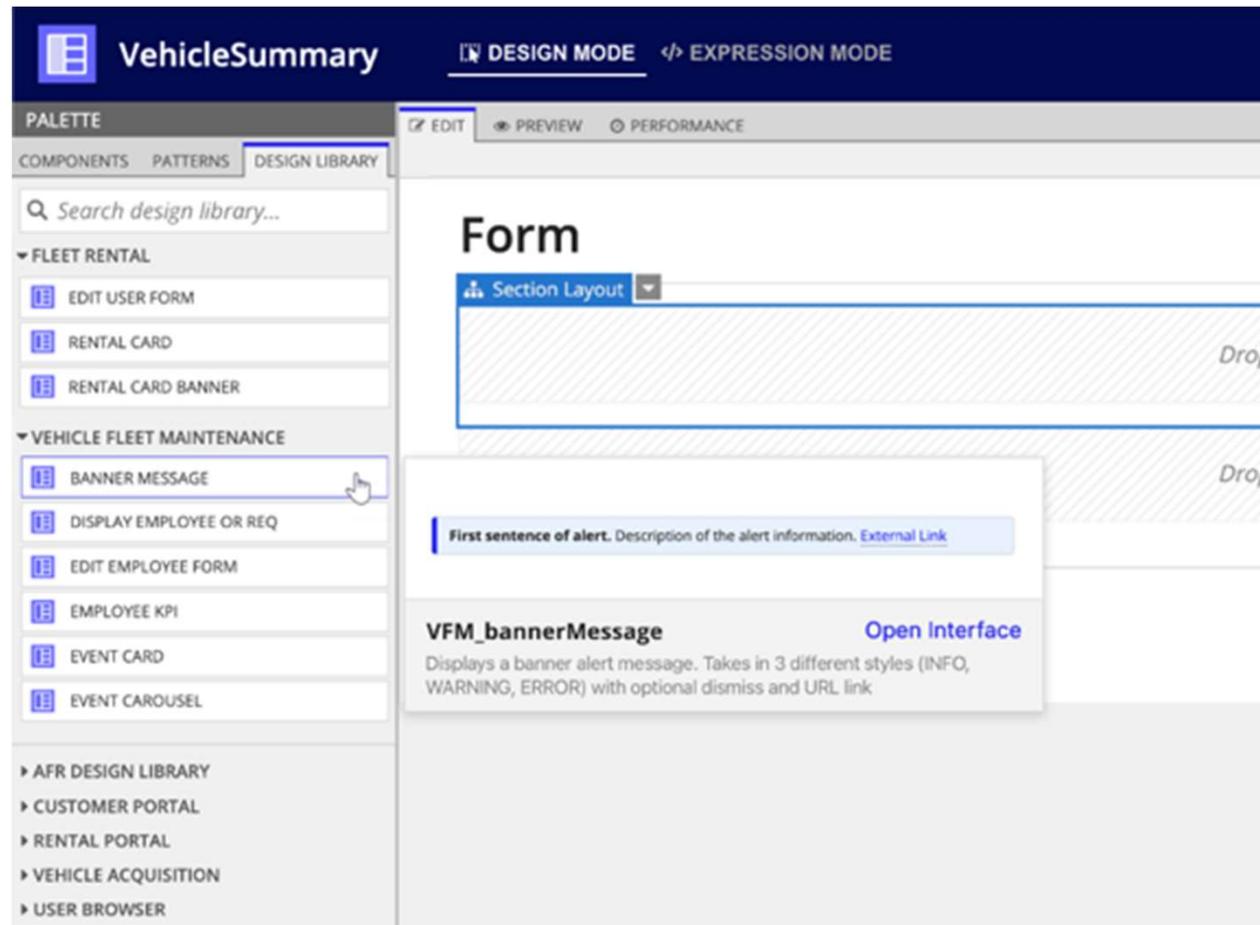


Design Library

Capture and **promote UX best practices** through a **customer-defined design library**.

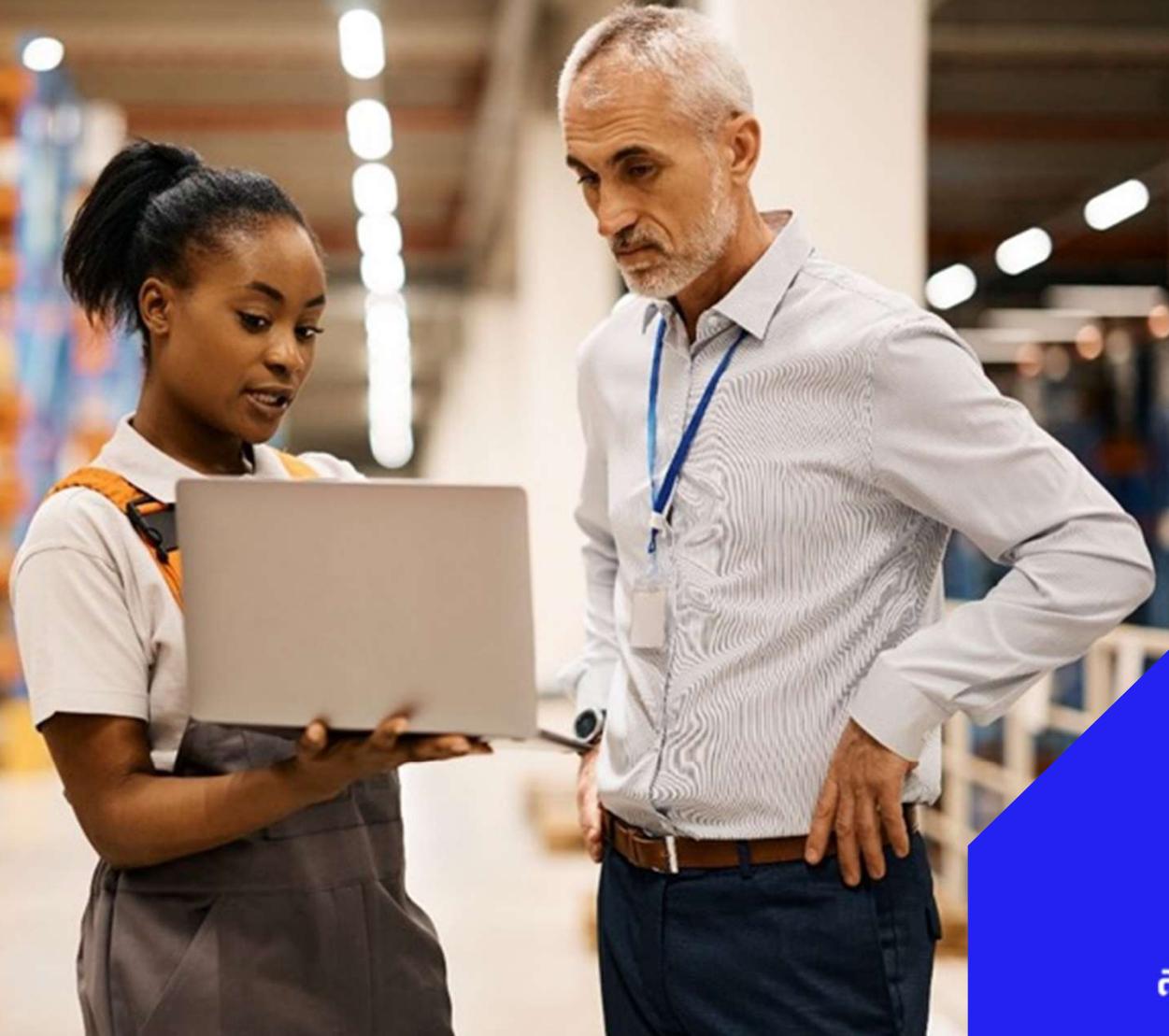
Applications have a **consistent look-and-feel** thanks to shared reusable components.

Designated developers are able to **govern which interfaces are included** in the library.



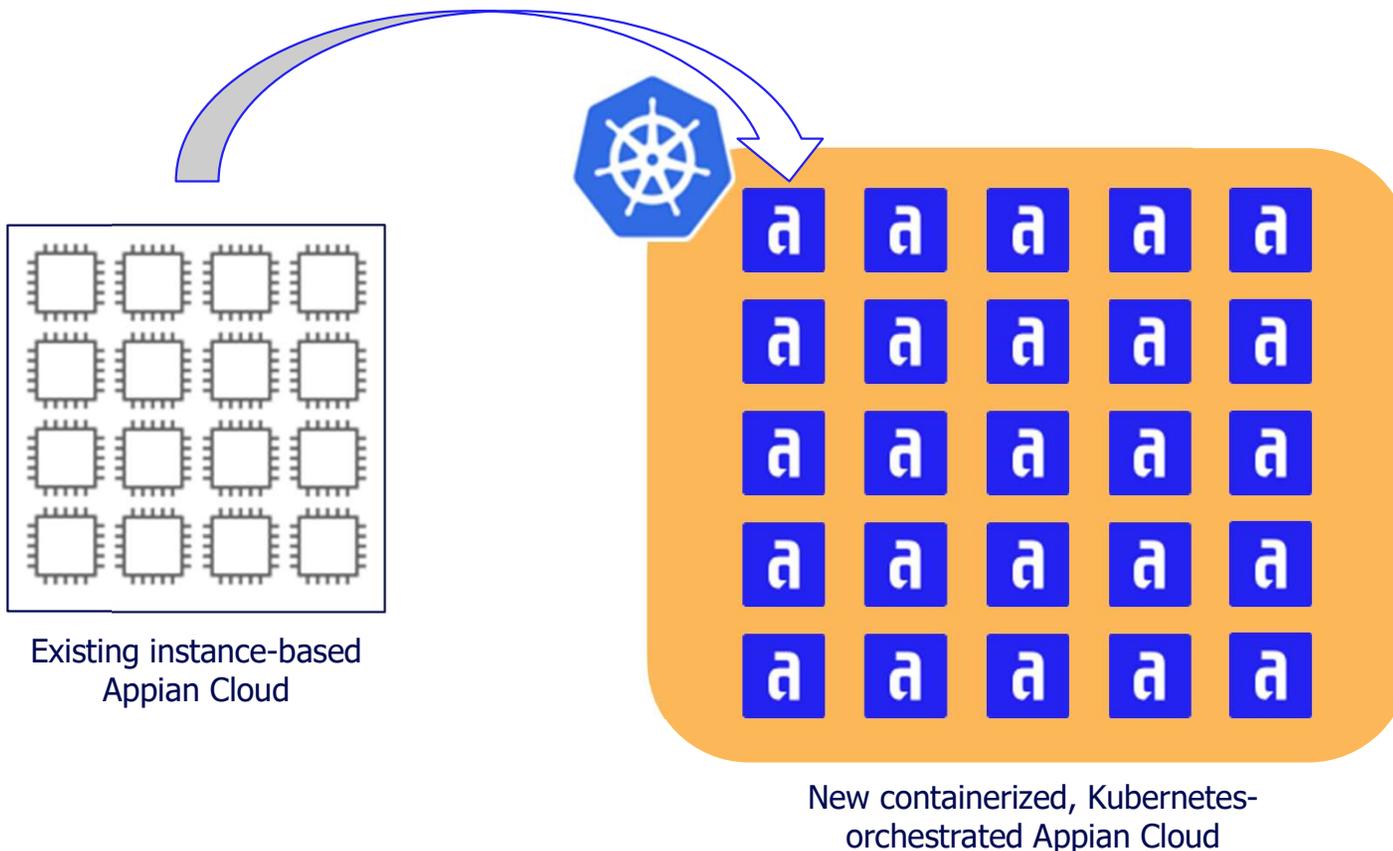


Cloud
Native



appian

Migration to Cloud Native Infrastructure



Existing instance-based Appian Cloud

New containerized, Kubernetes-orchestrated Appian Cloud

State of the art technical foundation to enable future capabilities such as **elastic scale** and **zero downtime upgrades**.

More resilient against availability zone outages.

Self-healing Appian services.

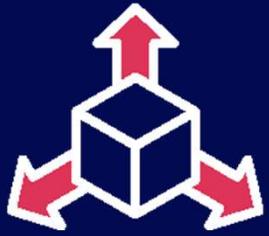
Expanded Regions and Compliance



Expand Appian Cloud regions to a total of 19 countries, 25 regions, and 75 availability zones.



Uplift security and compliance capabilities to add new and improve existing compliance frameworks to better serve our global customers across industries and sectors.



Solutions



appian

What is an Appian Solution?



Appian Solutions are a new kind of enterprise software application

Appian Solutions offer “out of the box” capabilities but have the full flexibility of a low-code development platform and adapt quickly to your business needs.

COTS Applications

- Inflexible; risk of project failure if a poor fit
- No process automation
- Dependent on third party for changes



Appian Solutions

- **Low-code: Fast time to value with flexibility** to match your business
- Built-in process automation
- Adapt quickly to changing needs

Traditional Custom Software

- Risky, long time to value
- High TCO
- Slow to change

Appian Solutions February 2023

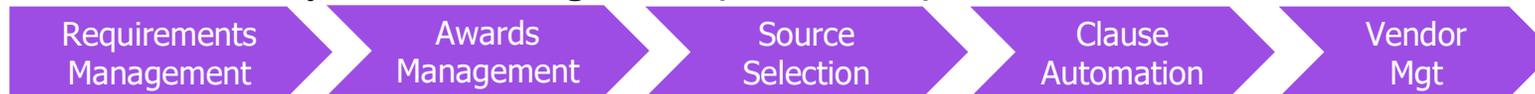
Financial Services



Insurance



Government Acquisition Management (US Federal)



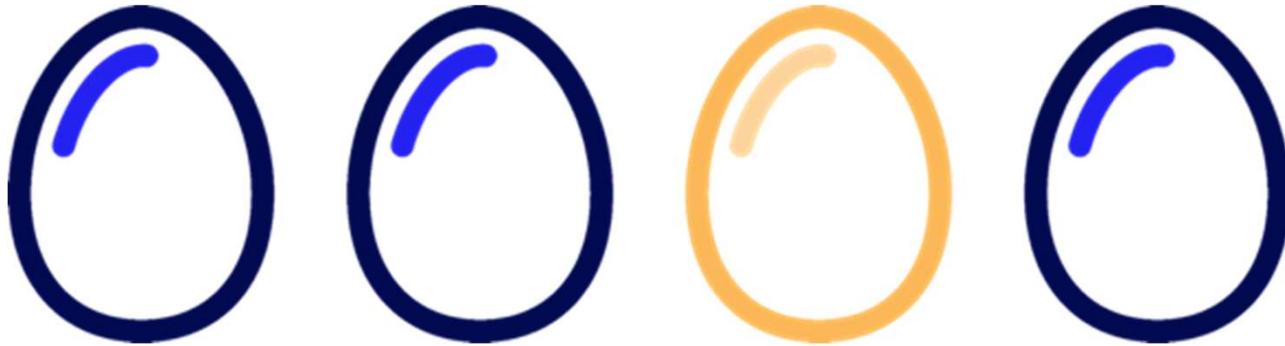
eProcurement (US State & Local + non-US Public Sector)



ESG



Our Differentiators - "Differences That Matter"



Speed

Simplicity, Time to Value

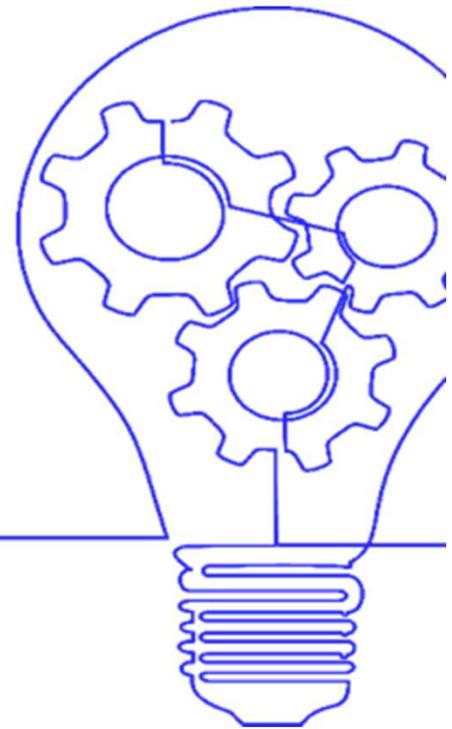
Reliability

Robustness, Scalability

Flexibility

Customizability, Extensibility

Operationalize and
Innovate Your Business



appian

The image shows a low-angle shot of a modern glass skyscraper against a clear blue sky. The word "appian" is written in large, white, lowercase letters across the center of the image. At the top of the building, the word "appian" is also visible in a smaller, dark, 3D font. The building's facade is composed of many rectangular glass panels.

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Go to Market Strategy

Chris Jones

Chief Revenue Officer

Agenda

- Market Opportunity
- Sales Strategy for Growth
- Customer Growth



Appian Market Opportunity



Large and growing TAM
Low-code : Process : Workflow



Accelerating market adoption
Apps replatformed: Dev shortage



Strategic differentiation with the
most complex use cases



High net retention
of customers (95%+)



Customers needing greater
efficiencies with workflow



Strategic Partners

Sales Philosophy

- Value selling
- Business outcomes
- Strong high performing collaborative teams
- Mandatory enablement
- Partners for scale



Go to Market Strategy



Leverage value selling and broad platform architecture to **drive CxO relevance and \$10M+ ARR customers**

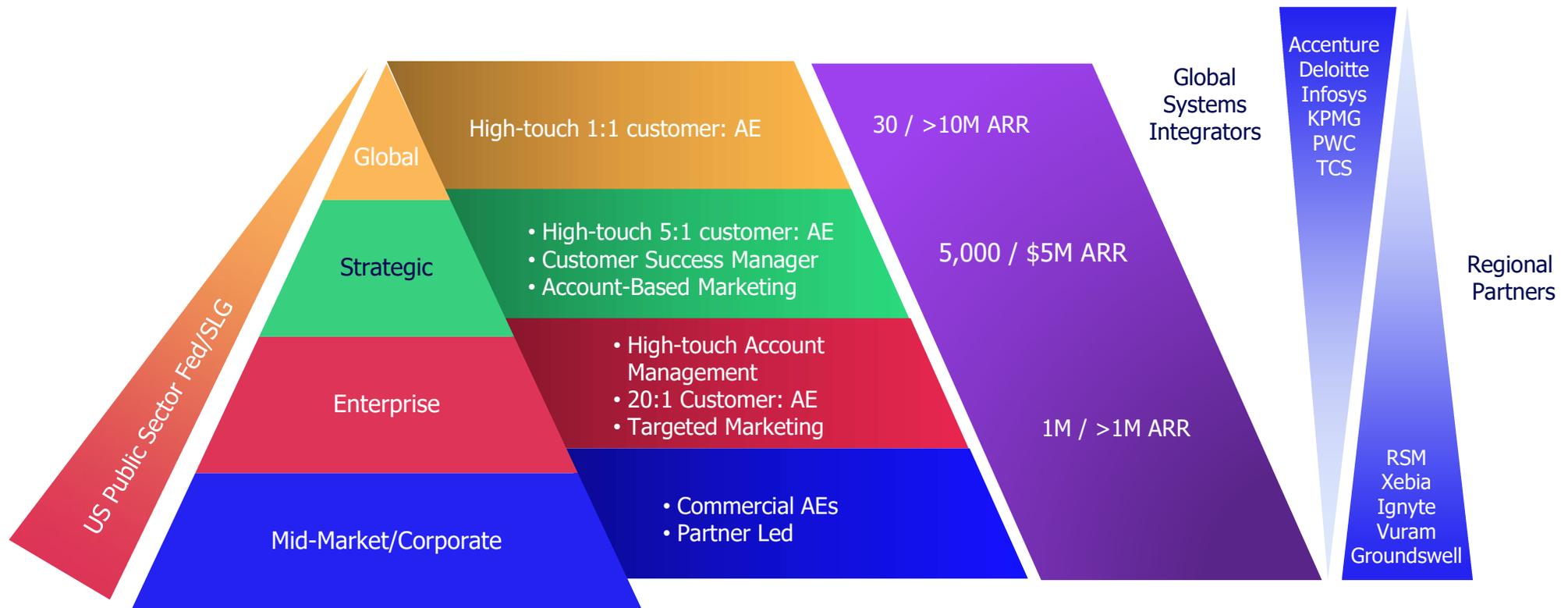


Further investment in field resources to **drive net new customers (+40% capacity)**



Extensive partner and alliance network to **scale our business**

GTM Segmentation and Coverage Model



* 2B based on current rules of engagement but suggested change after digging into the D&B Data (may include Large Commercial)

** 10K Globally, however if we run an IS pilot in the US that number drops to ~4.7K meaning IS ration is 1:1k; regionally dependant in implementation.

Scaling Through Partners

Partner Focus Areas



Value-based
partner
strategy

Invest in
partners that
invest in us



Drive partner-led
approach

Multi-year Recurring
Revenue
Subscriptions



Further grow key
GSI relationships

Build solutions

Regional Sis for
local enterprise
growth



Net new
customer
acquisition



Massive Services
Opportunity

Focused Industries

Focus

Public Sector / Government

Insurance

Financial Services

Life Sciences / Healthcare

Telecom/Media

Energy & Utilities

Transportation

Manufacturing/Other

Why We Win

Architecture

Fully integrated suite: workflow, case management, RPA, IDP, Process Mining, BPM

Unified process automation platform

Solves most complex business challenges

Integrations

Data Fabric: on prem, cloud, multi-cloud

Powerful integration: easier to build complex workflows and automations

Streamlining business processes and improving data accuracy

Proven/Trusted

Trusted by the most highly regulated industries: FS/I, Gov't, HC/LS/Pharma

Proven track record of success with regard to security, uptime, availability, and scalability

Continuous investment in the most critical areas and innovate our platform regularly

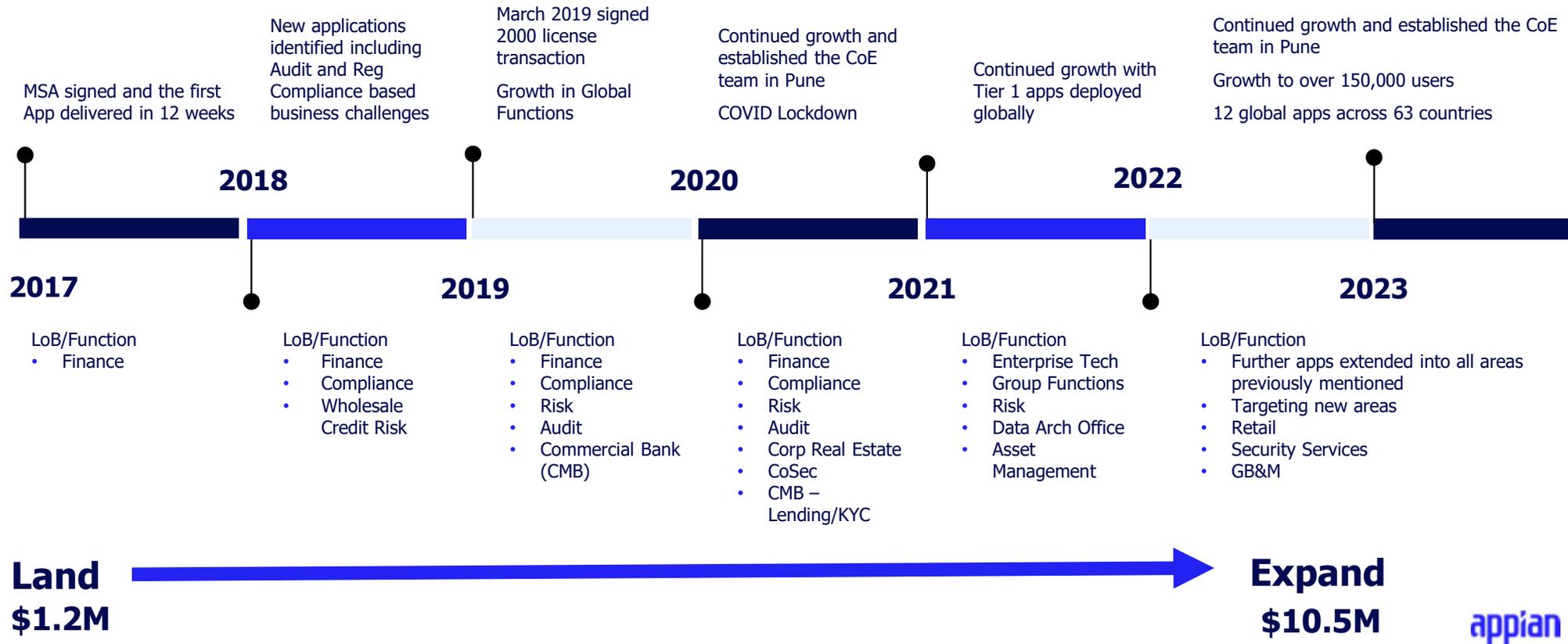
Customer Outcomes

Allows our customers to build and innovate quickly, showing faster results and ROI than our competition

Industry specific Appian and partner solutions

Repeated Gartner Peer Insights Customer Choice Leader

Major Global Financial Services



US Marine Corps

Appian selected to manage technical data packages across the US Marine Corps for the purpose of asset management for collaboration with other services and NATO-allied countries.

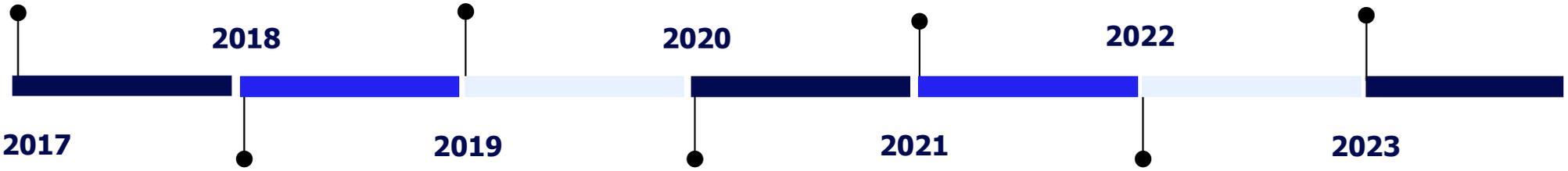
New applications identified:
 Modernize acquisition processes as a part of Network Enterprise Services Tools for Navy products/Services
 Manage lead generation and recruiting/onboarding for 6,000+ recruiters to manage force goals

Appian selected to modernize corporate business processes across the organization of 14,000 employees and contractors

Business Systems Center chose Appian to modernize the supply chain and logistics processes to support the warfighter

Appian selected to re-platform the court's martial legal case management processes from Sharepoint to Appian.

Growth into:
 Platform for contract writing for 16,000 procurement staff and supporting program managers across the Navy and Marine Corps
 Build two Appian Guarantee projects for mobile applications to automate command communications and onboarding
 New opportunities with Navy to modernize case management processes for foreign military sales from initiation through fulfillment and training for Allies



- Mission Areas:
- Supply Chain/Logistics
- Mission Areas:
- Acquisitions
 - Recruiting/Onboarding
- Mission Areas:
- Acquisitions
 - HR
- Mission Areas:
- Supply Chain/Logistics
- Mission Areas:
- Legal Case Management
 - HR
- Mission Areas:
- Acquisitions
 - HR
- Mission Areas:
- Foreign Military Sales Case Management



The image shows a low-angle shot of a modern glass skyscraper against a clear blue sky. The word "appian" is written in large, white, lowercase letters across the center of the image. At the top of the building, the word "appian" is also visible in a smaller, blue, 3D-style font.

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Partner and Customer Panels

Chris Jones | Chief Revenue Officer

Marc Wilson | Founder

Partner Panel

Moderator | Chris Jones, CRO, Appian



Usman Tareen

Managing Director, Low Code
Platforms Lead – US



George Kaczmarzky

Principal Partner Financial
Services



Chandra Surbhat

Vice President, Global Head —
Digital Experience

Customer Panel

Moderator | Marc Wilson, Founder, Appian

CARLYLE

Prakash Babu

Vice President, Corporate Services
Global Technology & Solutions



Steve Felix

Director of
Process Automation

The image shows a low-angle shot of a modern glass skyscraper against a clear blue sky. The word "appian" is mounted on the upper part of the building in a dark, three-dimensional font. In the center of the image, the word "appian" is written in a large, white, lowercase sans-serif font.

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Business and Financial Highlights

Mark Matheos

Chief Financial Officer

Financial highlights.



Strong Growth and Margin Profile

Cloud Subscription revenue CAGR of 43%; 90% Subs GM



Predictable Business Model

Strong cloud renewal rate; Increasing mix of subs. revenue



Solid Customer and Unit Economics

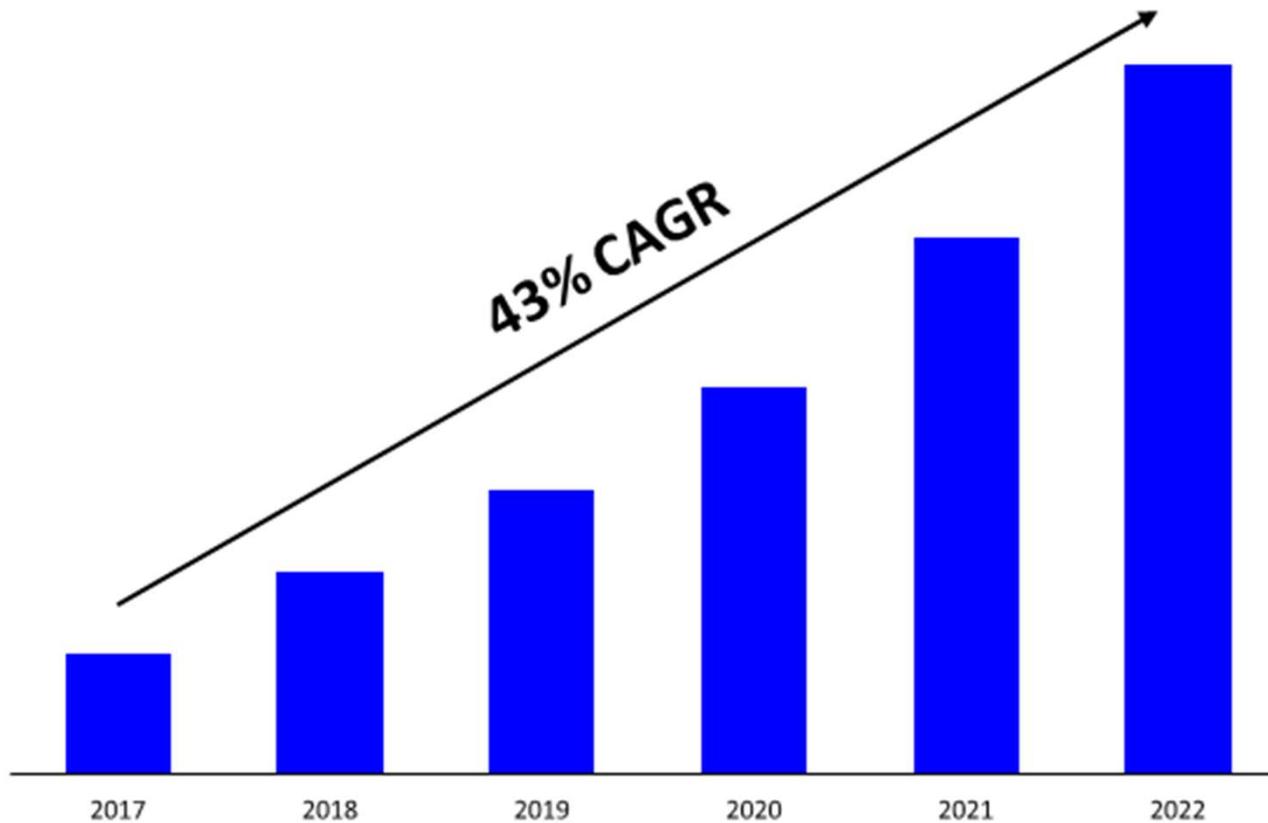
Growth across key customer cohorts and solid LTV/CAC



Investing For Sustainable Growth

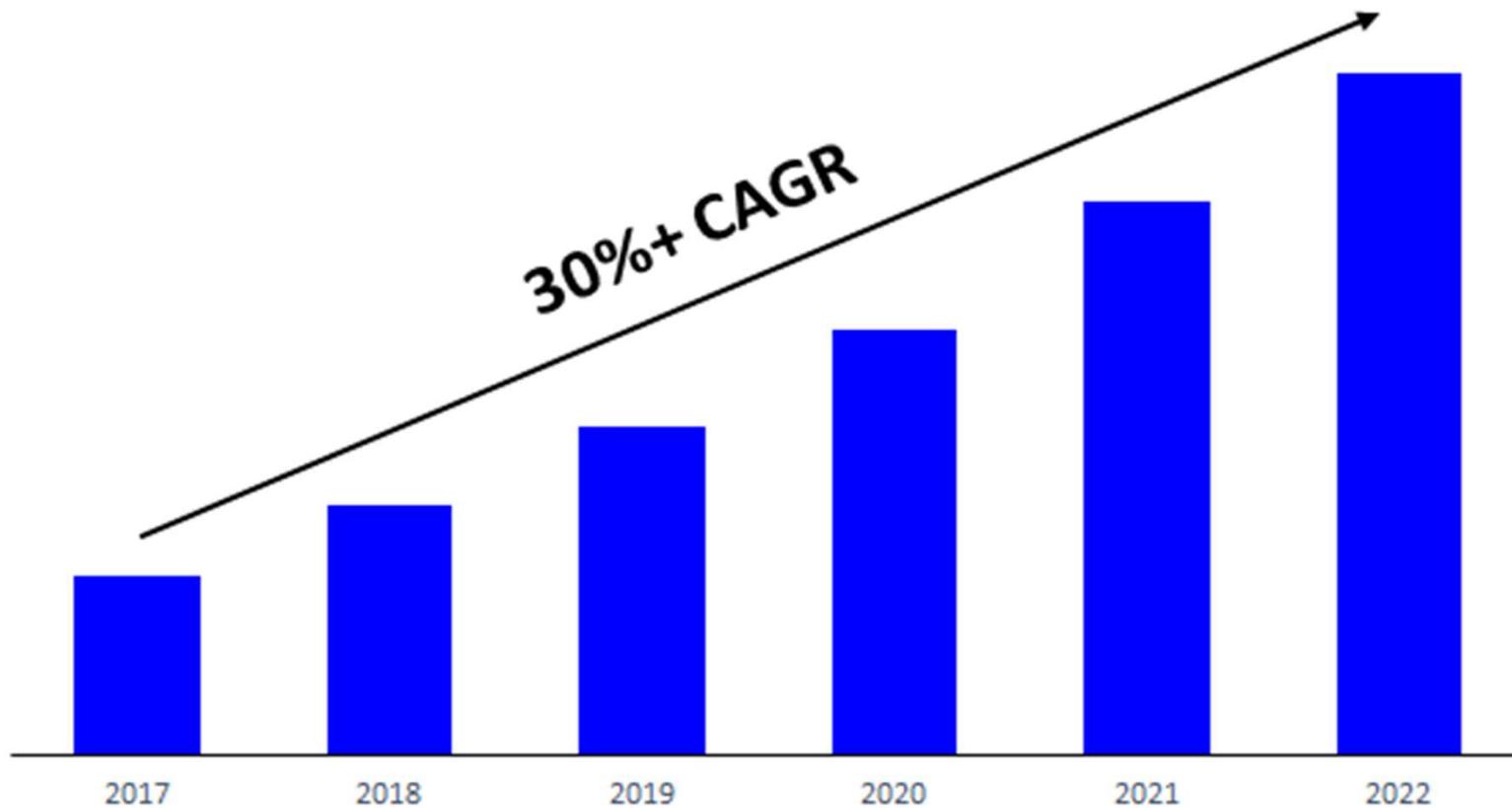
Key priorities: Platform/product expansion, AEs, Partners.

Solid organic cloud subscription revenue growth.



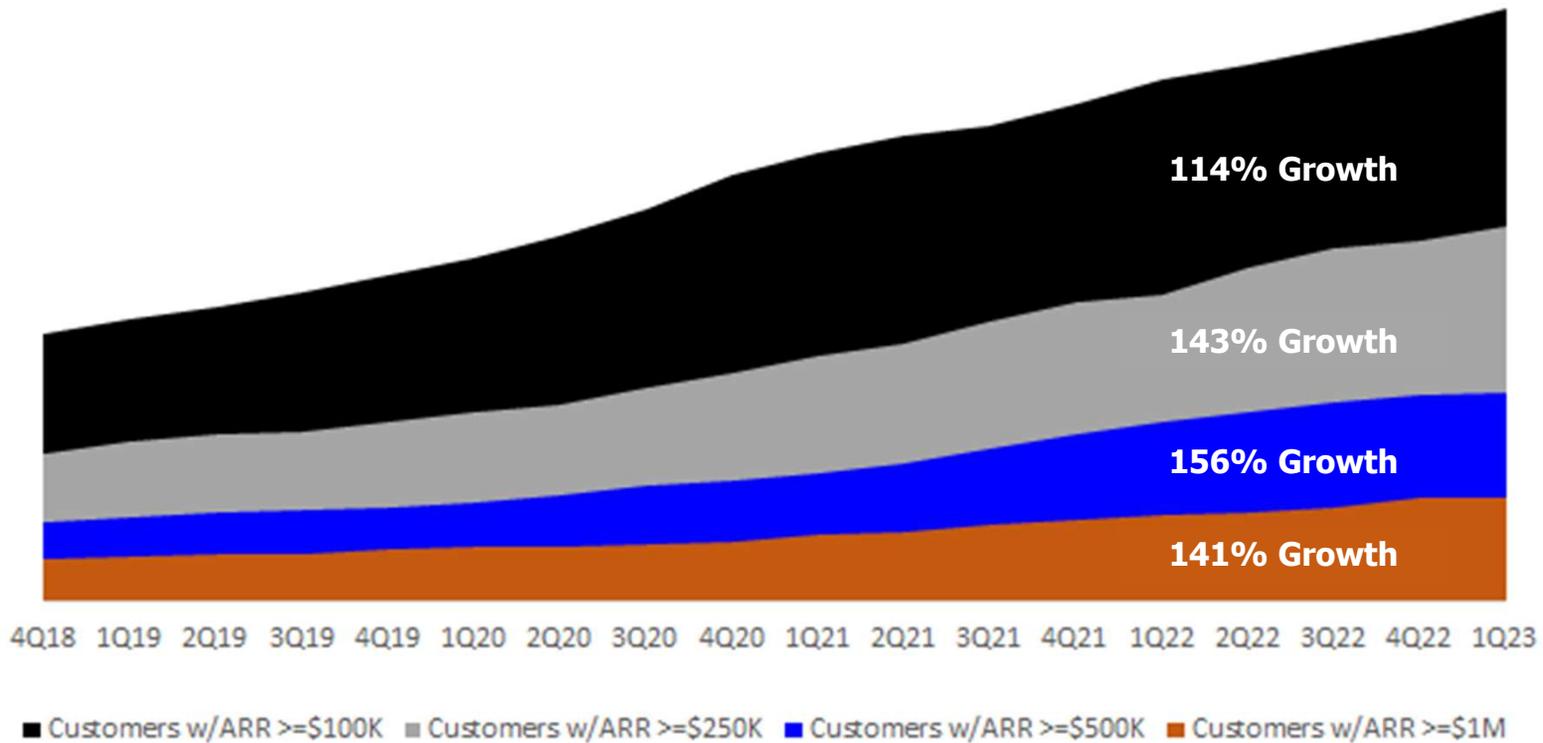
2019-2022 revenue figures are presented in accordance with ASC 606. 2017 and 2018 revenue figures are presented in accordance with ASC 605.

Healthy ARR Growth.



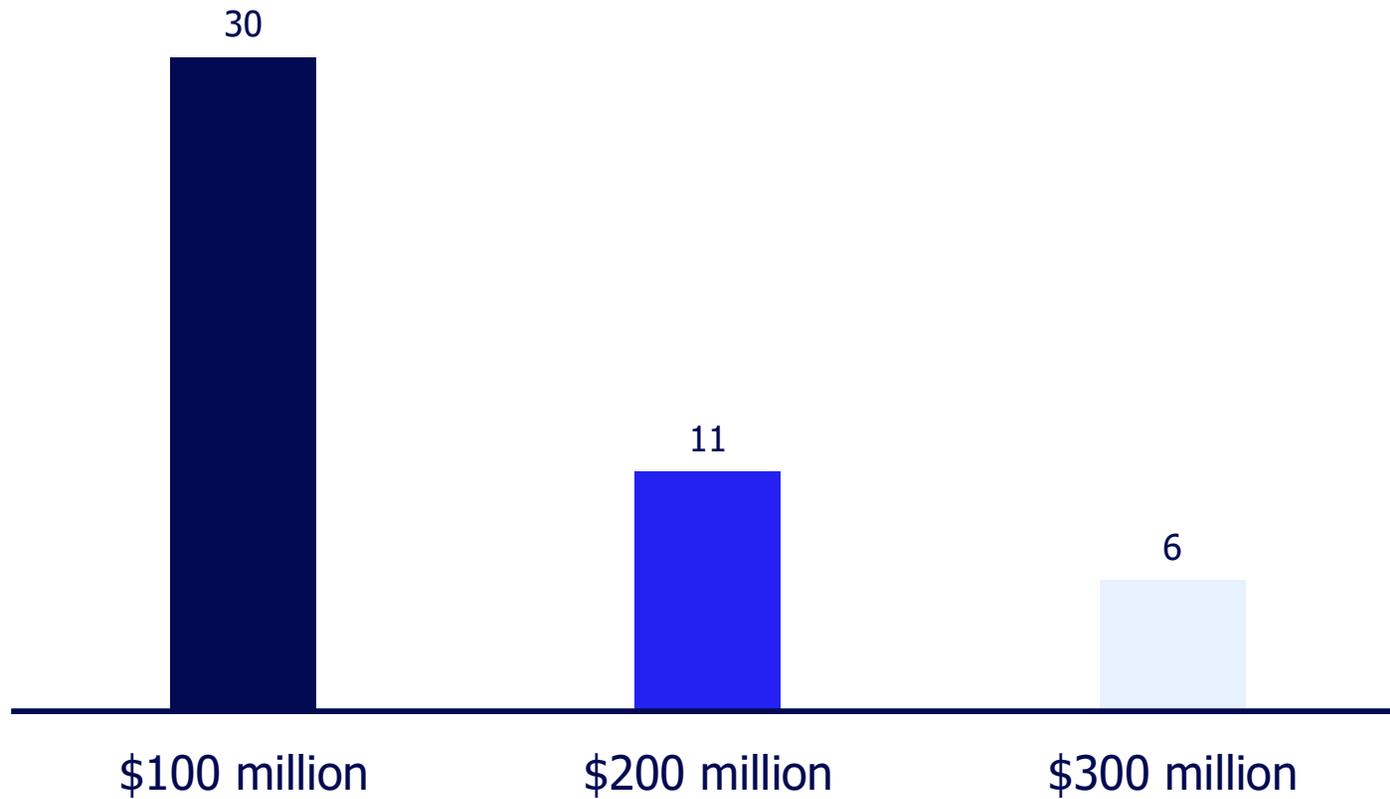
Note: Total ARR includes only Software term licenses (both cloud and on-premise) and is calculated only for contract items that are of a recurring nature (e.g., excludes one-time fees).

Healthy customer growth across all deal sizes.



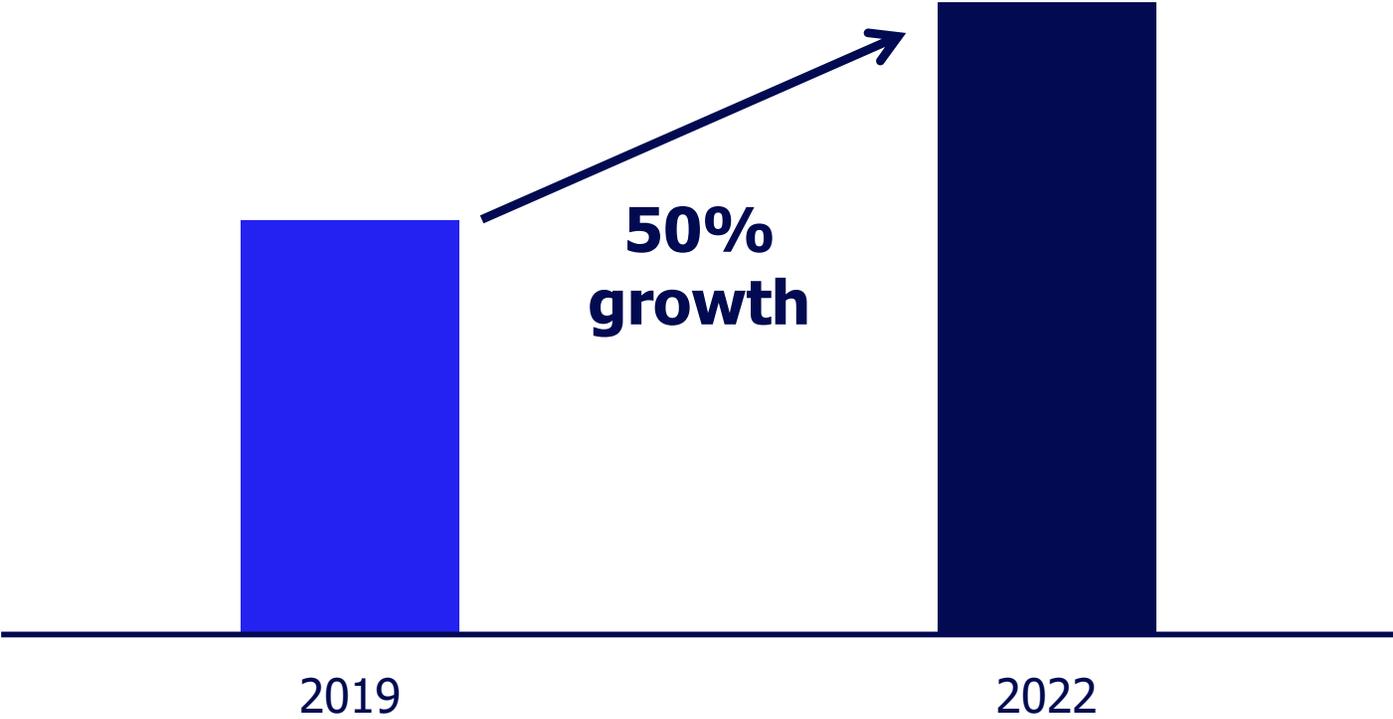
Note: Numbers rounded for presentation purposes.

Solid Subscription Revenue Momentum.



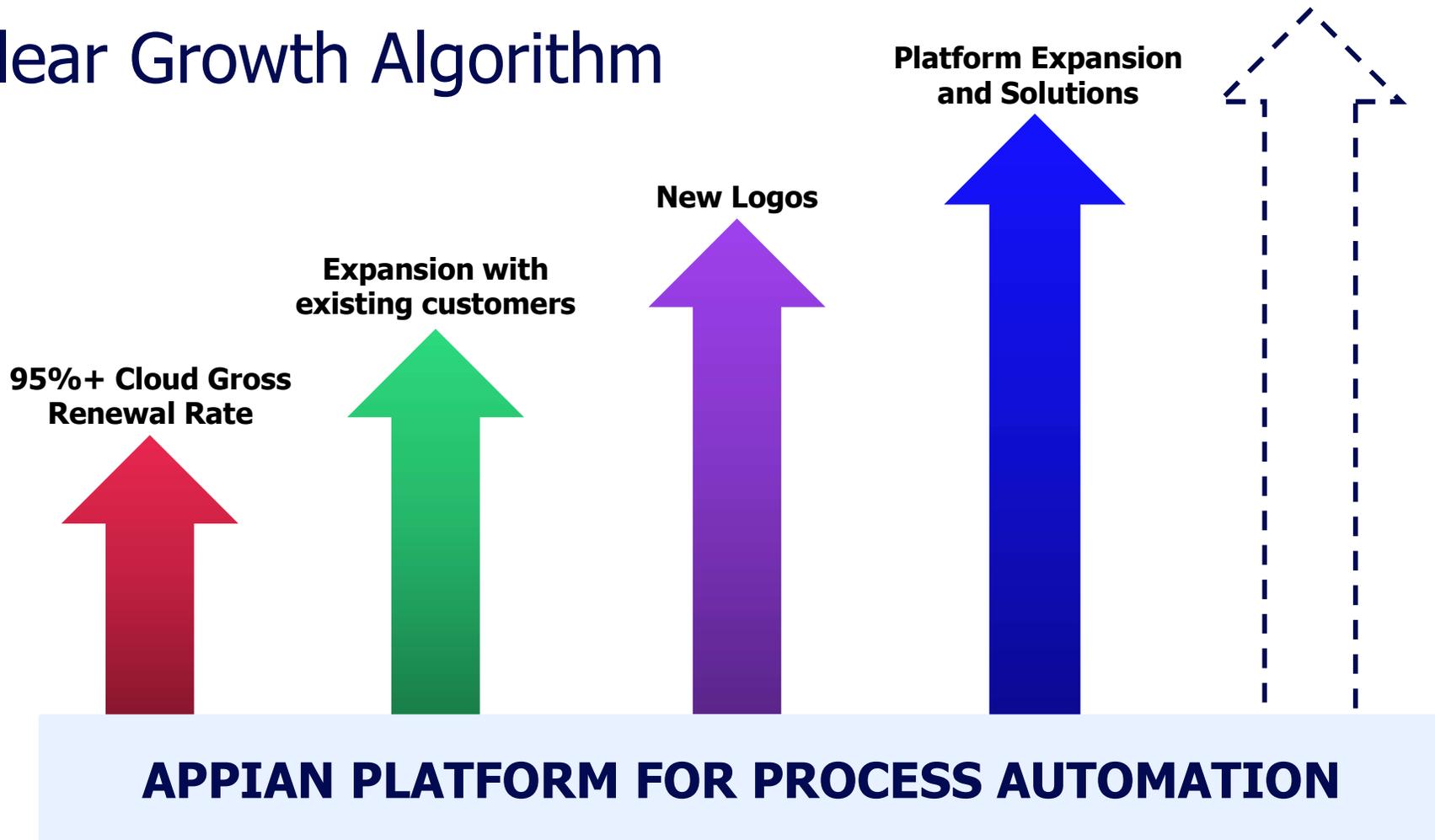
Note: Numbers rounded for presentation purposes.

Landing bigger deals with new logos.

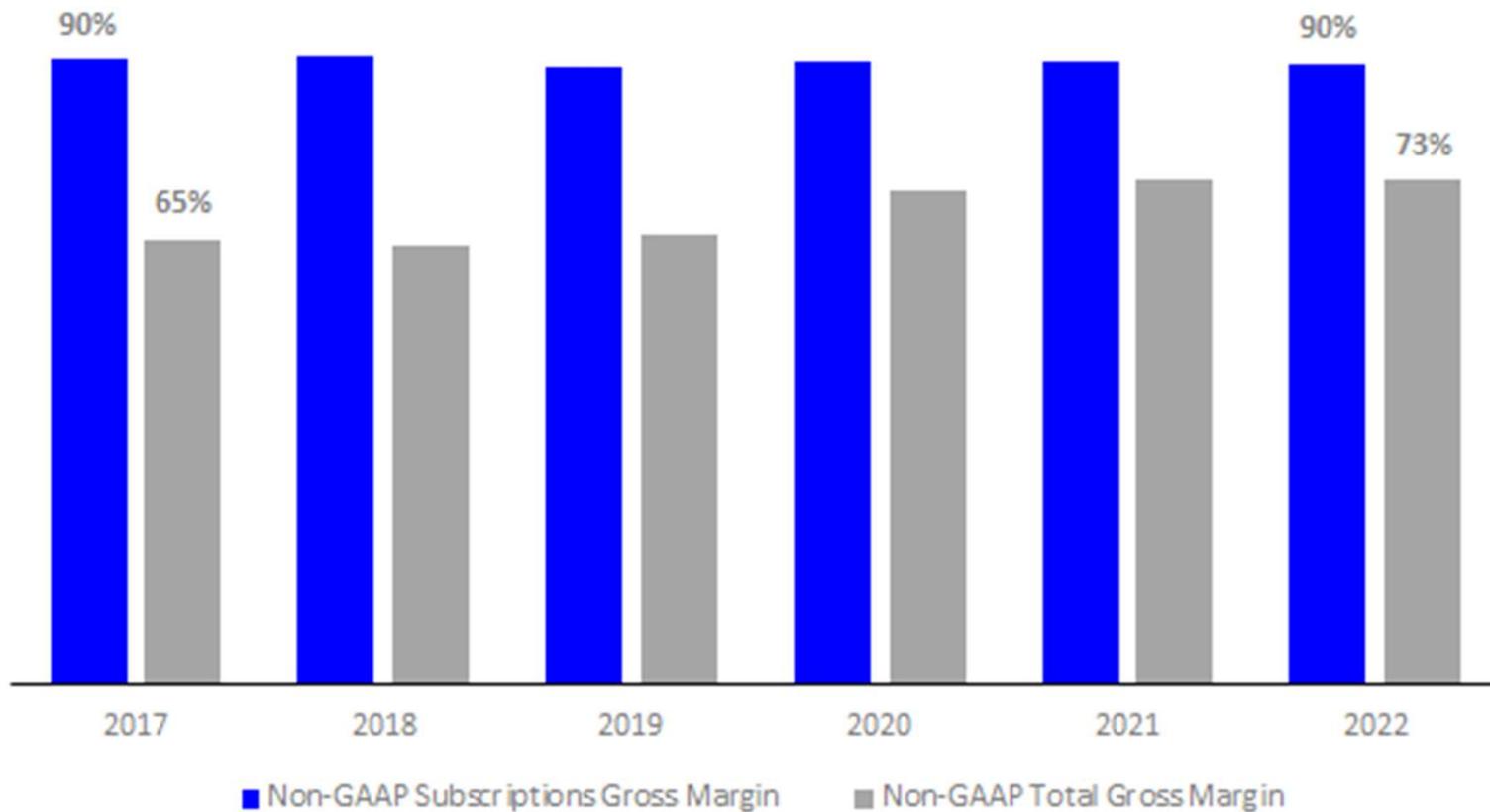


Note: Numbers rounded for presentation purposes.

Clear Growth Algorithm

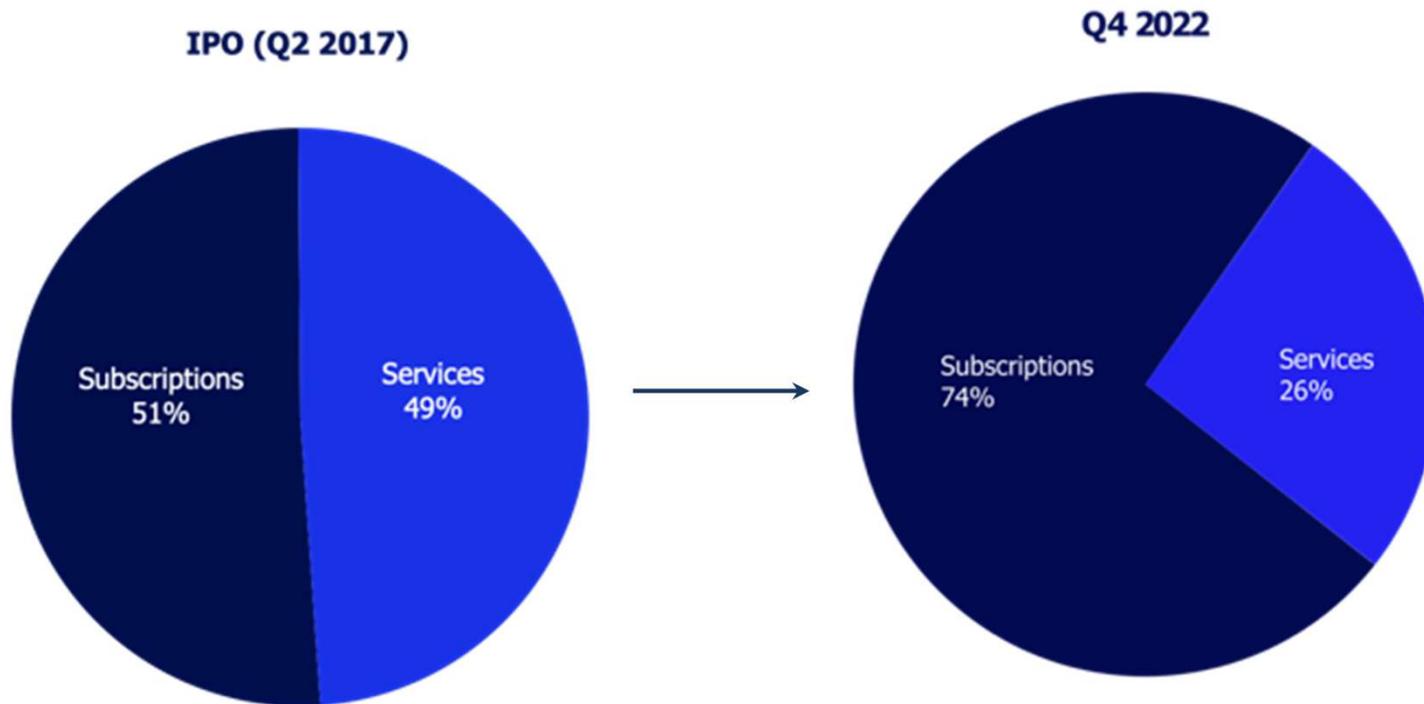


Platform strategy drives solid gross margins.¹

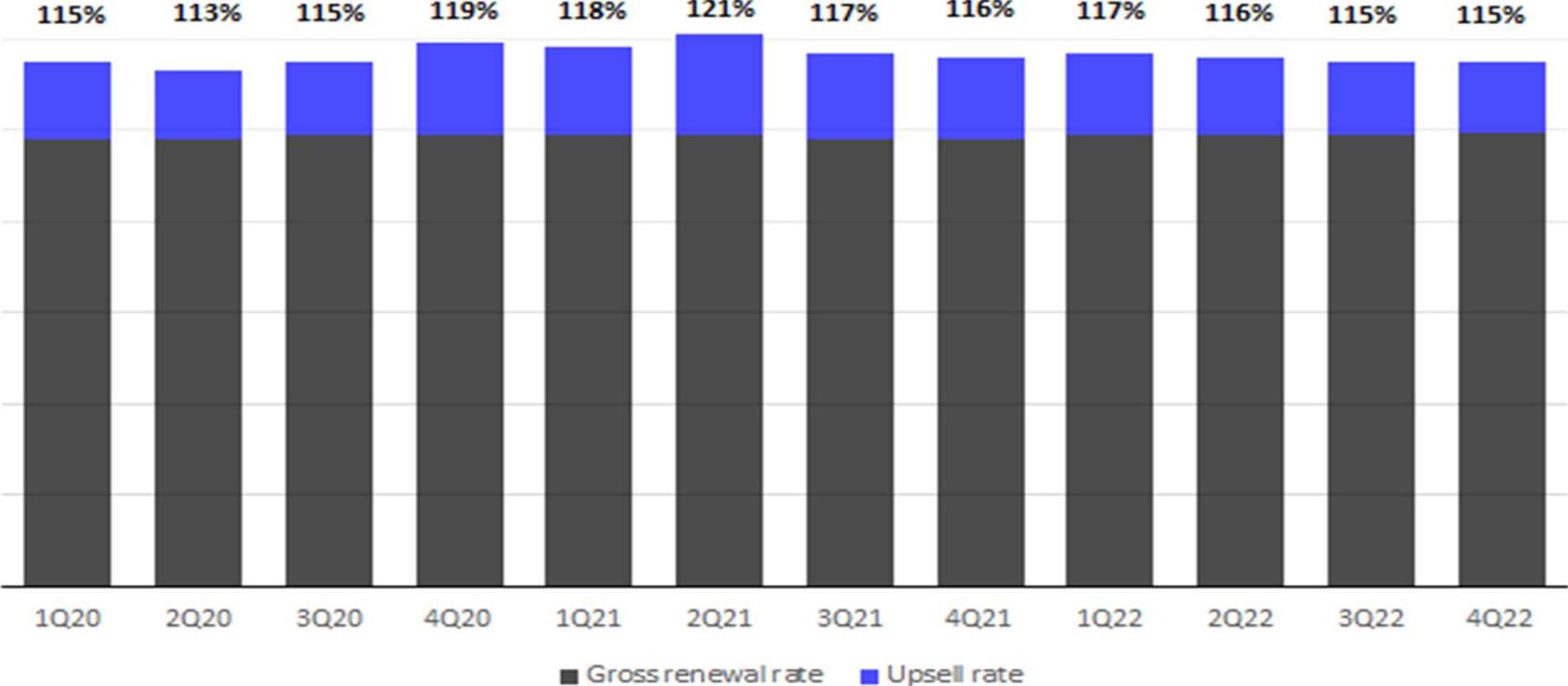


1 - Refer to footnote 1 in the Appendix slide for further details on this calculation.

Increasing mix of subscriptions revenue.



Consistent cloud subscription net revenue retention rate.²



2 - Refer to footnote 2 in the Appendix slide for further details on this calculation.

Healthy expansion across cohorts.

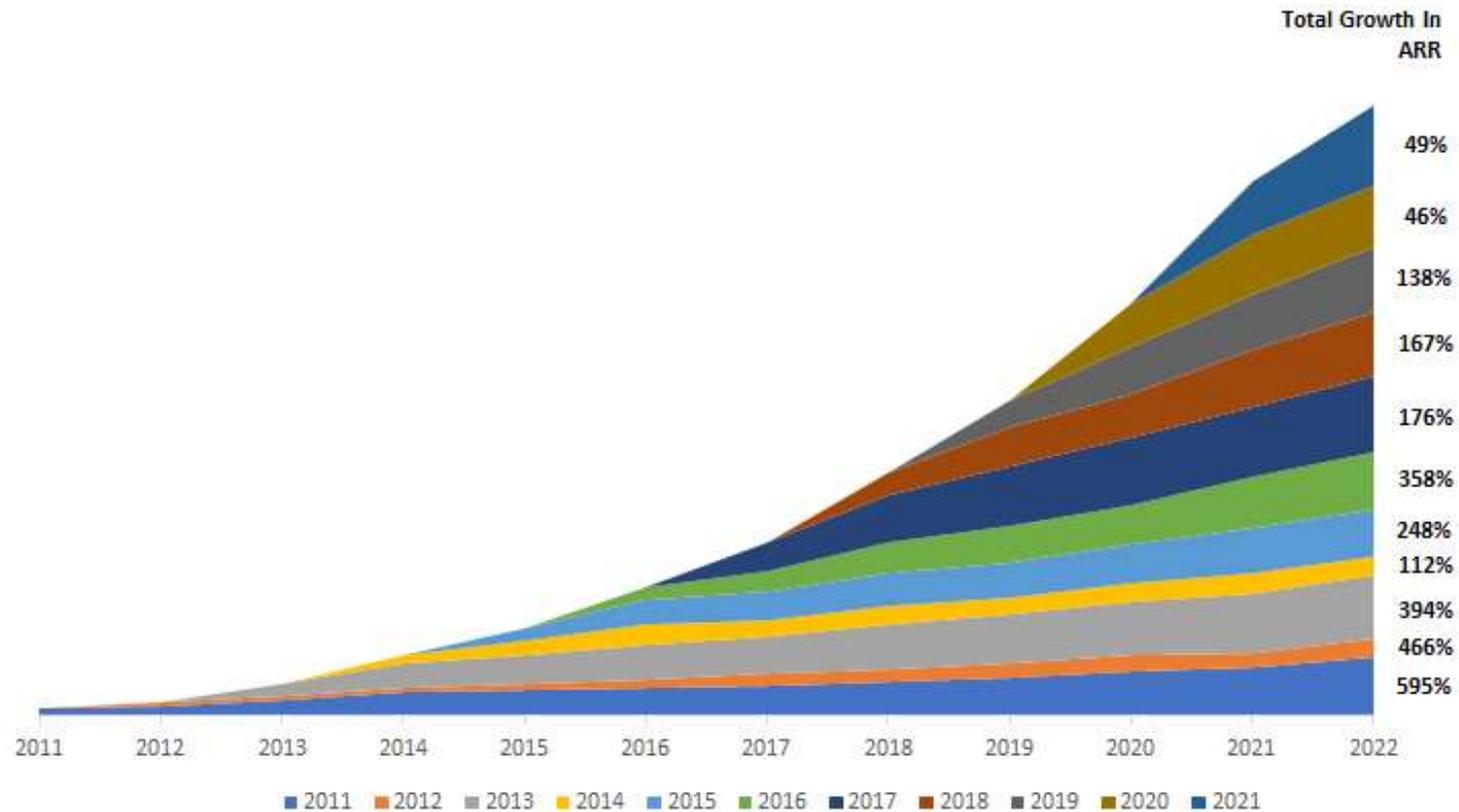
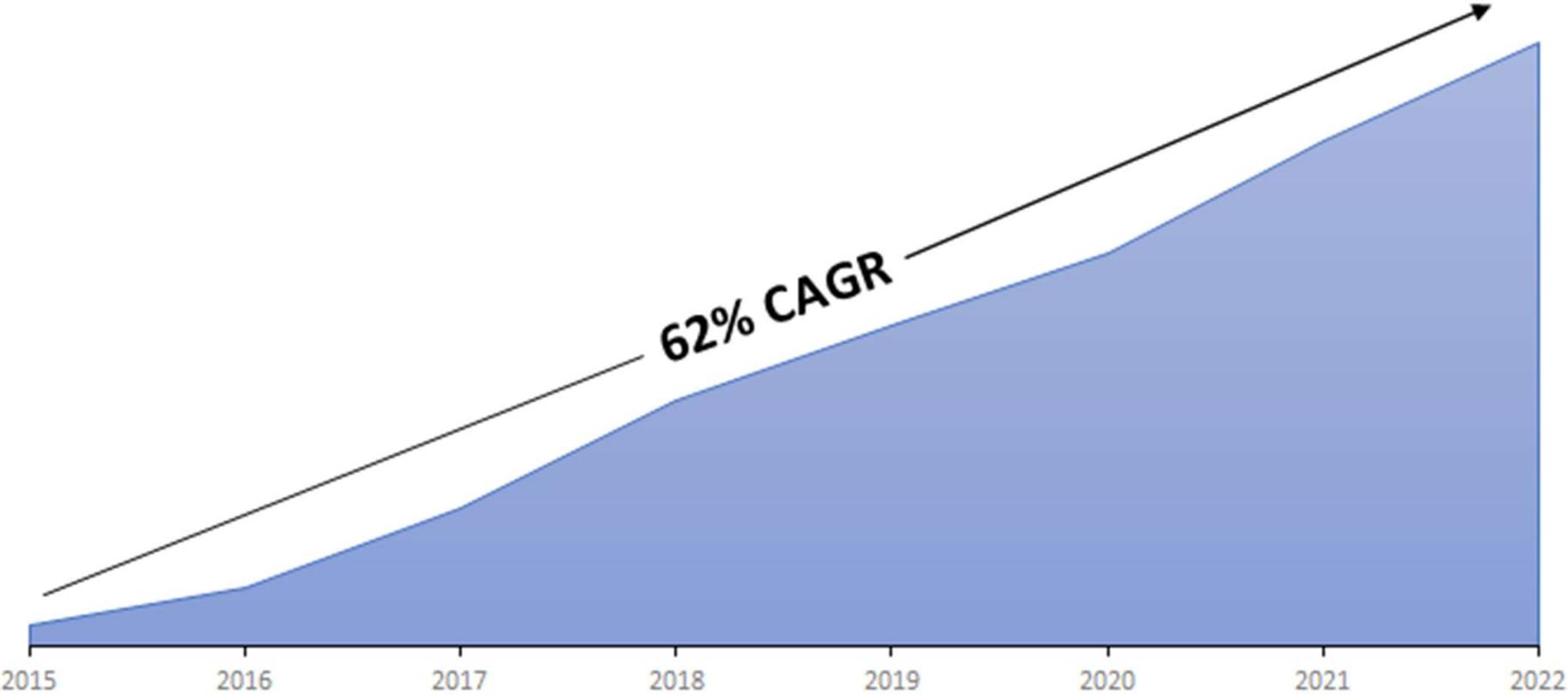


Chart reflects annualized subscription revenue for the group of customers that became our customers in each respective cohort year. For instance, the 2011 cohort includes all customers whose contract start date was between January 1, 2011 and December 31, 2011. Annualized subscription revenue is the total amount of daily subscription revenue for that applicable customer cohort in January of the following year multiplied by 365.

ARR growth – top 50 customers.⁴



4 - Refer to footnote 4 in the Appendix slide for further details on this calculation.

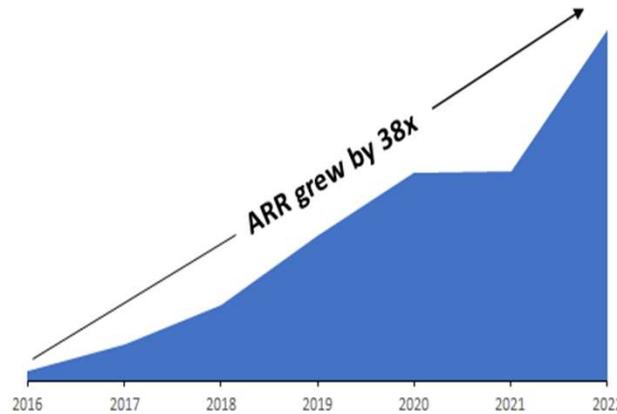
Spending growth journey – customer case studies.

Top 25 Pharmaceutical



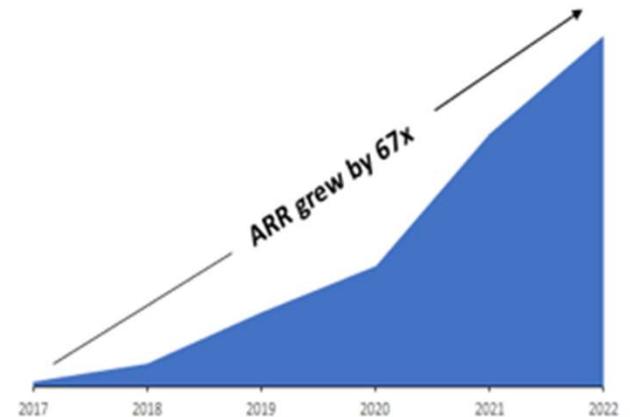
Appian platform automates corporate function, pharmaceutical, and supply chain processes. Usage has substantially grown over time and now manages tens-of-thousands of cases annually in 100 countries.

Multinational Bank



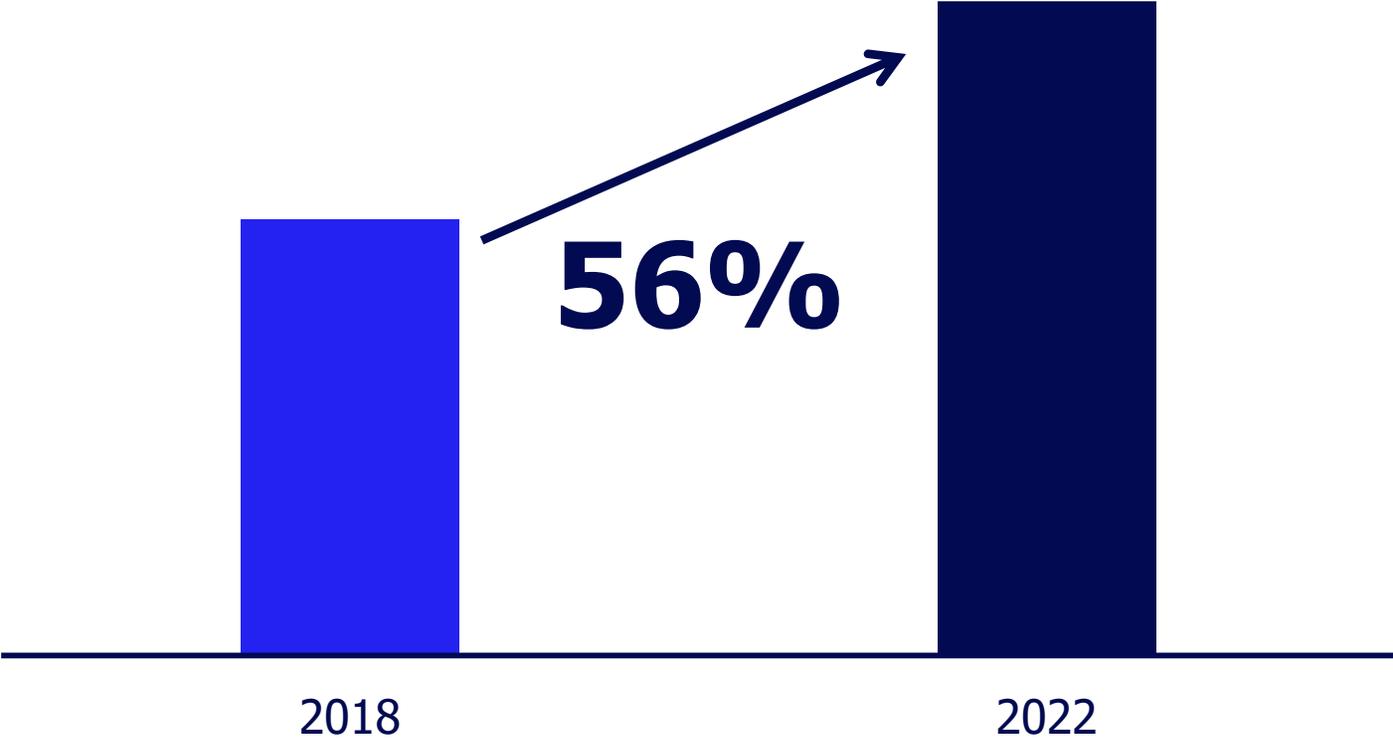
Appian platform was used to build more than 40 applications across several business units. Appian supports new go-to-market initiatives, digitization of onboarding process, and automation of hundreds of processes/cases.

Federal Agency



Appian platform standardizes acquisition contract writing process, drives efficiency and lowers costs for the acquisition and contracting communities, and enables functionality enhancements and statutory changes fast.

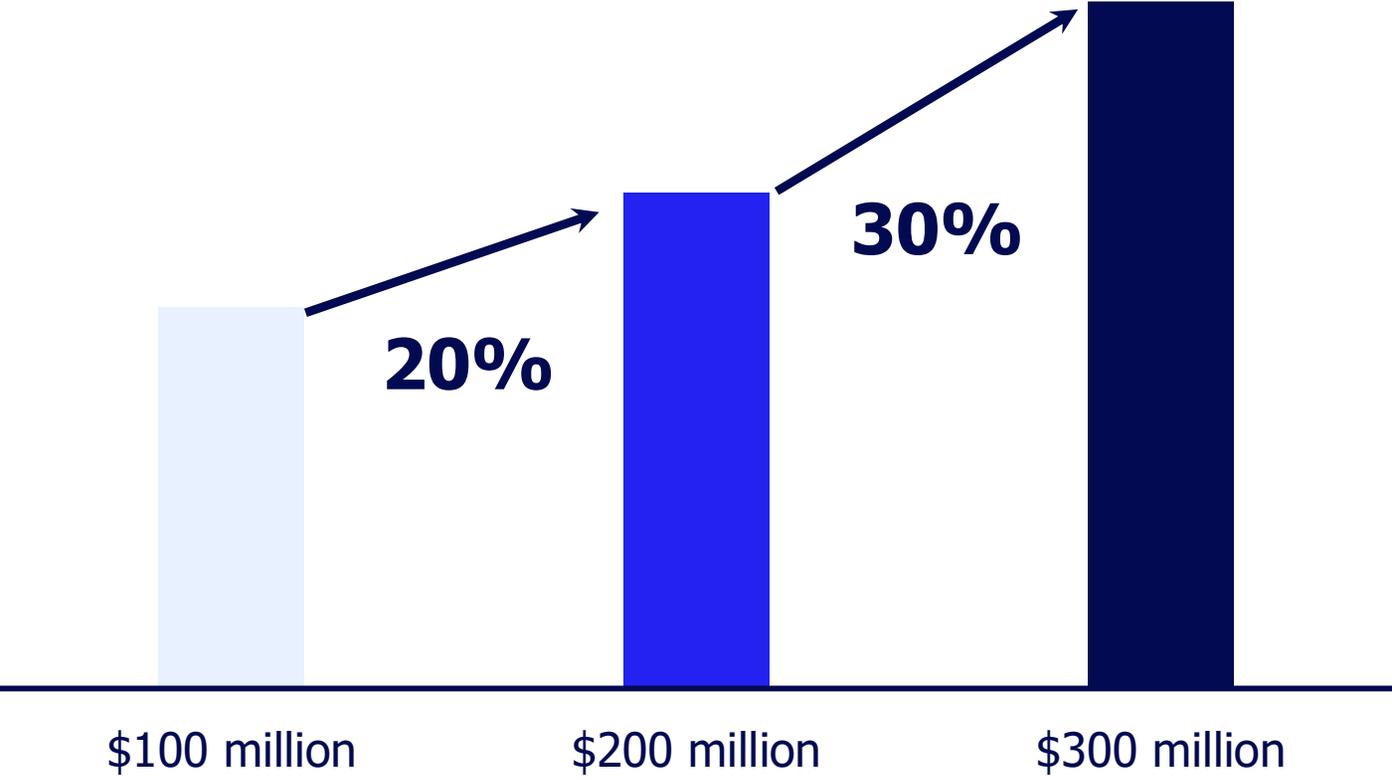
Continued Improvement in Sales Rep Productivity



Sales rep productivity defined as net new software ACV in the current year divided by total sales representatives at the end of prior year.

Note: Numbers rounded for presentation purposes.

Improving S&M Efficiency



S&M efficiency represents change in subscriptions revenue in the respective year divided by non-GAAP S&M expense in prior year.

Note: Numbers rounded for presentation purposes

Healthy LTV:CAC unit economics.³

> 7x

3 - Refer to footnote 3 in the Appendix slide for further details on this calculation.

Targeting sustainable 30%+ cloud subscription growth.



Growing strategic partners



Solutions



New customer growth



Upsell to existing customers



Platform expansion



International expansion

Target long-term model.⁵

	2018	2020	2022	Target Model	
Gross Margin	64%	72%	73%	80%	85%
S&M	45%	42%	45%	38%	40%
R&D	19%	22%	27%	15%	17%
G&A	13%	15%	19%	7%	8%
Operating Margin	-14%	-7%	-18%	20%	

5 - Refer to the Reconciliation of Long-Term Model slide for complete details on how these metrics were calculated for fiscal years 2018, 2020, and 2022.

Appendix

The following slide includes definitions of common metrics we utilize to evaluate the performance of our business.

1 – Non-GAAP Gross Margins: Non-GAAP gross margins are calculated excluding the impact of stock-based compensation.

2 – Net Revenue Retention Rate: We calculate retention over a set of customers who have been with us for at least one full year. To calculate our cloud subscription revenue retention rate for a trailing 12-month period, we first establish the recurring cloud subscription revenue for the previous trailing 12-month period. This effectively represents recurring dollars that we should expect in the current trailing 12-month period from the cohort of customers from the previous trailing 12-month period without any expansion or contraction. We subsequently measure the recurring cloud subscription revenue in the current trailing 12-month period from the cohort of customers from the previous trailing 12-month period. Cloud subscription revenue retention rate is then calculated by dividing the aggregate recurring cloud subscription revenue in the current trailing 12-month period by the previous trailing 12-month period. This calculation includes the impact on our revenue from customer non-renewals, pricing changes and growth in the number of users on our platform. Our cloud subscription revenue retention rate can fluctuate from period to period due to large customer contracts in any given period.

3 – Lifetime Value of a Customer as Compared to the Cost of Acquiring that Customer (“LTV/CAC”): Our business model focuses on maximizing the lifetime value of a customer as compared to the cost of acquiring that customer. This metric is a function of the duration of a customer’s deployment of Appian as well as the price and number of subscriptions of Appian a customer purchases. We also incur significant customer acquisition costs, including expenses associated with hiring new sales representatives, who generally take up to one year to become productive given the length of our sales cycle, and marketing costs, all of which, except for sales commissions, are expensed as incurred. We calculate LTV/CAC as (1) the average gross margin multiplied by average cloud subscription revenue for a given month divided by (2) the average percentage of monthly recurring revenue that did not renew in each month for the previous 12 months. We then divide this calculated lifetime customer value by our customer acquisition costs, which is the total sales and marketing expense incurred during the corresponding month. Note for fiscal years 2018 and prior, we utilized total subscription revenue to calculate lifetime customer value. Because upon adoption of ASC 606 we began to primarily recognize revenue from our on-premises term license subscriptions upfront, we amended the LTV/CAC calculation by replacing subscriptions revenue with cloud subscriptions revenue.

4 – Annualized Recurring Revenue (“ARR”): ARR is calculated by annualizing the contract value of an active software order or contract at a given point in time based on the contract’s start and end dates. To annualize the value, a daily rate is calculated by dividing the contract value by the number of days in the contract’s subscription term. The daily rate is then multiplied by 365 days. ARR is only calculated for software term licenses (i.e., cloud and on-premises) and only for contract items that are of a recurring nature (i.e., excluding one-time fees).

Reconciliation of GAAP to non-GAAP measures

<i>\$ in thousands</i>	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
Reconciliation of non-GAAP gross margins:						
Revenue	176,737	226,743	260,352	304,573	369,259	467,991
Cost of revenue	64,597	84,925	93,841	88,766	104,093	133,306
Less: Stock compensation expense – Cost of revenue	(1,870)	(2,231)	(3,395)	(2,420)	(4,330)	(6,305)
Non-GAAP cost of revenue	62,727	82,694	90,446	86,346	99,763	127,001
Non-GAAP gross margins	65%	64%	65%	72%	73%	73%
Reconciliation of non-GAAP sales and marketing expense as a percentage of revenue:						
Revenue	176,737	226,743	260,352	304,573	369,259	467,991
Sales and marketing expense	81,966	105,992	117,440	130,316	167,852	220,374
Less: Stock compensation expense – Sales and marketing	(3,233)	(3,473)	(4,742)	(2,821)	(5,426)	(9,152)
Non-GAAP sales and marketing expense	78,733	102,519	112,698	127,495	162,426	211,222
Non-GAAP sales and marketing expense as a percentage of revenue	45%	45%	43%	42%	44%	45%
Reconciliation of non-GAAP research and development expense as a percentage of revenue:						
Revenue	176,737	226,743	260,352	304,573	369,259	467,991
Research and development expense	34,835	44,724	58,043	70,241	97,517	139,210
Less: Stock compensation expense – Research and development	(2,822)	(2,416)	(3,480)	(2,718)	(5,225)	(12,523)
Non-GAAP research and development expense	32,013	42,308	54,563	67,523	92,292	126,687
Non-GAAP research and development expense as a percentage of revenue	18%	19%	21%	22%	25%	27%
Reconciliation of non-GAAP general and administrative expense as a percentage of revenue:						
Revenue	176,737	226,743	260,352	304,573	369,259	467,991
General and administrative expense	27,150	37,821	41,496	53,152	83,704	120,111
Less: Stock compensation expense – General and administrative	(5,051)	(7,934)	(4,826)	(7,320)	(8,864)	(10,850)
Non-GAAP general and administrative	22,099	29,887	36,670	45,832	74,840	109,261
Non-GAAP general and administrative expense as a percentage of revenue	13%	13%	14%	15%	20%	23%
Reconciliation of non-GAAP operating margins:						
Revenue	176,737	226,743	260,352	304,573	369,259	467,991
Operating loss	(31,811)	(46,719)	(50,468)	(37,902)	(83,907)	(145,010)
Less: Stock compensation expense – Operating expense	(11,106)	(13,823)	(13,048)	(12,859)	(19,515)	(32,525)
Non-GAAP operating loss	(20,705)	(32,896)	(37,420)	(25,043)	(64,392)	(112,485)
Non-GAAP operating margin	(12)%	(15)%	(14)%	(8)%	(17)%	(24)%



Q&A



The image shows a low-angle shot of a modern glass skyscraper against a clear blue sky. The word "appian" is mounted on the upper part of the building in a dark, three-dimensional font. In the center of the image, the word "appian" is written in a large, white, lowercase sans-serif font.

appian

A leader in process automation.