



## BBBT Podcast Transcript



### About the BBT

The Boulder Business Intelligence Brain Trust, or BBT, was founded in 2006 by Claudia Imhoff. Its mission is to leverage business intelligence for industry vendors, for its members, who are independent analysts and experts, and for its subscribers, who are practitioners. To accomplish this mission, the BBT provides a variety of services, centered around vendor presentations.

For more, see [www.bbt.us](http://www.bbt.us)

<b>Vendor:</b>	<b>Klipfolio</b>
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<b>Host:</b>	<b>Claudia Imhoff</b> , Founder, BBT
<b>Guest(s):</b>	<b>Mychelle Mollot</b> , Chief Marketing Officer
<b>Run time:</b>	<b>00:14:16</b>



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Claudia: Hello, and welcome to this edition of the Boulder BI Brain Trust, or the BBT. We're a gathering of international consultants, analysts, and experts in business intelligence, who meet with interesting and innovative BI and analytics companies here in beautiful Boulder, Colorado. We not only get briefed on the latest news and releases, but we share our ideas with the vendor on where the BI industry is going, and help them with their technological directions and marketing messages. I'm Claudia Imhoff and the BBT podcasts are produced by my company, Intelligent Solutions.

I'm so pleased to introduce my guest today. She is Mychelle Mollot. Mychelle is the chief marketing officer for Klipfolio. So good to see you again.

Mychelle: It's great to see you, Claudia.

Claudia: Let's start out with an overview of Klipfolio's history and a little bit about its numbers, perhaps.

Mychelle: Great. Klipfolio has been around since 2001, in three very distinct phases. In its first phase, it was about selling desktop widgets individually to end consumers. End consumers would come to our website, they would download desktop widgets by the hundreds.

In fact, at one point, there were thousands of downloads a day from the site. The challenge with that model was that it was monetized through the publishers who were pushing people to come get the widgets. The publishing industry was going through its own set of turmoil as everyone knows, so that really wasn't going to evolve into a very scalable business.

The company evolved into corporate widgets. Things like the Staples Easy button widget, which was created by Klipfolio. From that, it was a natural evolution to more business type widgets, which contained the classic metrics that you would see on a dashboard. These were widgets that were installed on-premise.

As the users evolved, they wanted them to be much more sophisticated. There was more customization being done, more



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professional services required. Although it was a profitable business, it was a business that required an extraordinary amount of effort.

People were flying to customer sites. Very big in demanding customers like Lufthansa, who deployed it very broadly through their organization. The business was being viewed as successful, but not that easily scalable. Enter phase three.

In the next phase, what the company looked at was a unique requirement that was being raised through one of its key customers, Aviya, for iPad versions of dashboards.

This made the leadership team at that time consider what would be the requirements for a Cloud-based solution. They completely re-architected from the ground up to build what is our current offering, which is a 100 percent Cloud-based SaaS offering.

They looked at not just the product, they looked at the business model, trying to find a way to not require a sales rep to be on site, to require IT, to require procurement, all of those things. It was really a complete rethink. The full launch of it was in 2012, and that's the instance that we're currently selling.

**Claudia:** All right. A little bit about the numbers. You've got thousands of customers. Why don't you talk a little bit about your partners, your customers, and that sort of thing?

**Mychelle:** Sure. We're narrowing in on 5,000 customers right now. We have doubled in the last year and we're on track to double again this year.

We have over 400 partners, and our partner community is very diverse. It's not a classic business intelligence partner community where you'd have solution providers and the professional service firms. It also includes agencies, marketing agencies. They make up about a half of our partner community.

**Claudia:** Let's go into the business problem, then. Let's dive into that a little bit. What is the business problem and from what kinds of companies



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does this business problem come from, that Klipfolio is now focusing on?

Mychelle: The essence of our business problem is that the rapid adoption of Cloud services in the small to medium size enterprise has made it very difficult to get the answer to the question, "How am I doing?" The classic question that everybody has.

"I just launched a campaign in marketing. How is it doing? How are my sales today?" All of those standard "How am I doing" questions, that every department has, are very hard to answer right now because there're so many different data sources that contain the key to answering it.

Claudia: What you're saying then is that the dashboard is the answer, but it's not an easy thing to build, is it? For many companies, the dashboard is anathema; they don't know how to get started. They don't know how to do it. Would you agree?

Mychelle: I totally agree and I think it's even harder in the mid-market for them to do that because they don't have the IT resources in place. They don't have the money that the enterprise has to invest in a business intelligence competency center or in a whole host of analysts.

It's just too hard, it's too slow, and it's way too expensive for mid-market companies to build dashboards with the traditional full stack BI solutions that have been available.

Claudia: Let's talk about Klipfolio, then, because it's overcome a lot of those problems. You mentioned seven key features that have overcome these problems. Why don't you talk about those a little bit?

Mychelle: One of the biggest things that we did early on with Klipfolio was invest in pre-built content so that people could be productive very quickly. We have over 300 templates for over 60 different Cloud services, including Salesforce and Google Analytics. That, and Hubspot, and Marketo, et cetera.

Claudia: Even Bitly! I was so surprised.



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Mychelle: Even Bitly, yes. That pre-built content gives people a very quick start and shows them possibility for what they can do to monitor their business. It means that they don't have to reinvent the wheel that somebody else has already invented. That's one thing.

We've also made sure that we could connect to all of the data sources that they are using, and they are using hundreds. Any one company is not using hundreds of data sources, but there is no dominant provider for the small businesses.

Every day, somebody asks us if we support yet another Cloud service. It's key for us to be able to connect to all of those data sources and that's one thing that we've done and have been invested in. We have over 400 data sources currently being used by our customers with Klipfolio Cloud data sources.

The third key differentiator for us is that we're pricing for this unique market need that they have, so it's affordable. For example, for \$99, you can have unlimited users and up to 20 dashboards deployed. That's a huge value for the small to medium size enterprise.

You can start for as little as \$24. For \$24, you can have five users connected and build up to 10 dashboards. We thought very long and hard about what does the mid-market need and what can they afford.

Claudia: One thing I do want to emphasize, you talk about the Cloud a lot, but that's not the only source of data that you have, right?

Mychelle: That's correct. We can connect to SQL data sources, XML data sources, on-prem data sources. You can bring in a spreadsheet. You can bring in a JSON file. You can bring in whatever data source type you want, essentially. You can even connect to an email file.

Claudia: Get the email attachment, as I understand it.

Mychelle: That's right. That's right.

Claudia: Excellent. Let's talk a little about removing the friction, you already have. You've talked about making it easy to use and so forth. What



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I found absolutely lovely about Klipfolio was the simplicity of the interface. You had a slide up, and I thought it was really good, on removing the friction to the buyer. Talk about that a little bit.

Mychelle: Every buyer goes through a journey. They go through a journey of discovering a solution. They want to try it, they want to buy it, then they need to use it and then they want to expand it. That's a universal cycle; it's been around forever. Each of those phases is fought with friction in a traditional buying cycle.

Most of the time, a customer, when they're trying to discover a new solution, is faced with all kinds of barriers. "Oh, you want to read that white paper? Well, you need to call me or give me your email. You want to try the product? Well, we will come on site and we will install it and we will manage your experience."

All of that friction, for a small company, it's just too much. It's overwhelming. We're trying to eliminate these friction points as best as we can. In terms of discovery, we put our pricing right on the website. Nobody has to call us. Nobody has to get a special meeting. It's right there and it's transparent, and everybody gets that price.

The second thing is, for trying our product, we don't make somebody commit to a demo with us. They try it on their own. They can click on a button, start a trial at any time of the day or night and evaluate our software.

Then, if they want to buy it, they don't have to call us. They can, of course, at any point, but they can buy it with their credit card online. Right there, we've eliminated a whole bunch of friction points for the customer.

Claudia: I think one of the other wonderful things you offer that makes it less filled with friction, is that you offer them templates. You already offer them clips and dashboards that are pre-built. I don't even have to do that – I just add my data, right?



Mychelle: That's right, and that is just magic for a business user because one of the things that's intimidating for somebody in a small enterprise or medium sized enterprises, they don't have a lot of experience with BI or analytics, so they want to feel some level of success.

When they come into our tool and they look at our pre-built content and they can point, click, and get something on the dashboard, it feels so empowering to them. They think, "OK, I could do this. I could really do this," versus if they had to start from scratch, it would seem overwhelming.

We're trying to bring them in, give them the content that is universal to everybody, and then enable them to build the content that's special and unique to their business through our editing process.

Claudia: Nice. Let's talk a little bit about your competitors. You do have some. Most of them are new entrants in this area, much like Klipfolio is. If you don't mind, talk a little bit about the differentiators with your competitors.

Mychelle: Our differentiators against these new entrants is that we're kind of straddling the world between a traditional BI environment, which is a platform approach where you can build things from scratch, and what the new entrants are providing, which is only predefined content.

In our competitor's environments, they have a lot of really rich content, but if you want to build something new, you need to create a custom widget and then you need to put code in. There's no editing experience. You're going from 40,000 feet, right down to two meters above the ground, and you're down entering code. This is, in our view, too big a jump for most.

The second thing is that most of them attach the presentation and the data together. There's no separation and they can only build a widget for a single data source. That's really limiting. Most customers have metrics that require multiple data sources.



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We can do that very easily in Klipfolio. We can mash them up, you can do calculations with them. Those are the big differentiators.

Claudia: Let's turn to the future a little bit. What does the future hold for your company?

Mychelle: Our future is all about servicing the small to medium sized enterprise's need to monitor. Everything that we're going to do is going to remove the friction in their buying journey. Everything we're going to do is going to enable them to monitor their business and perform better. Our vision is to make them perform better.

The dashboard is just the tool. Even things like helping them to understand what KPIs they should be monitoring is in our road map and vision.

Claudia: A very bright vision, indeed. I think what I found so enticing is I was watching the demo and I kept thinking to myself, "I can't wait until I get my own hands on this tool. It's so appealing, pretty, and simple." I have to admit, I commend you. It's a wonderful technology.

Mychelle: Well, thank you. That's high praise.

Claudia: Unfortunately, that's it for this edition of the BBBT podcast, though. Again, I'm Claudia Imhoff and it's been such a great pleasure to speak with Mychelle Mollot of Klipfolio today. Thank you so much for speaking with me.

Mychelle: Thank you. It's our pleasure.

Claudia: I hope you enjoyed today's podcast. You'll find more podcasts from other vendors at our web site [www.bbbt.us](http://www.bbbt.us). If you want to read more about today's session, please search for our hash tag on Twitter. That's #BBBT. And please join me again for another interview. Good-bye and good business!