

# Scaling a Digital Company

**Troy Malone**

GM - APAC @troymalone



Over 100 million users





70%

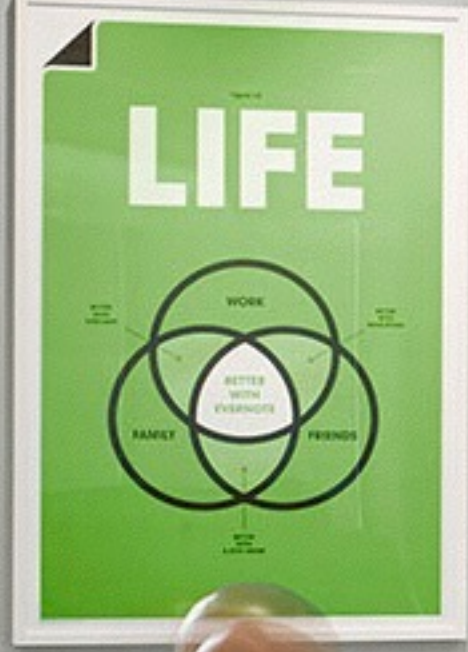
use Evernote for work



# Evernote is the modern workspace













# 400 employees across 11 countries

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## Offices

REDWOOD CITY

AUSTIN

ZURICH

LYON

MOSCOW

TOKYO

BEIJING

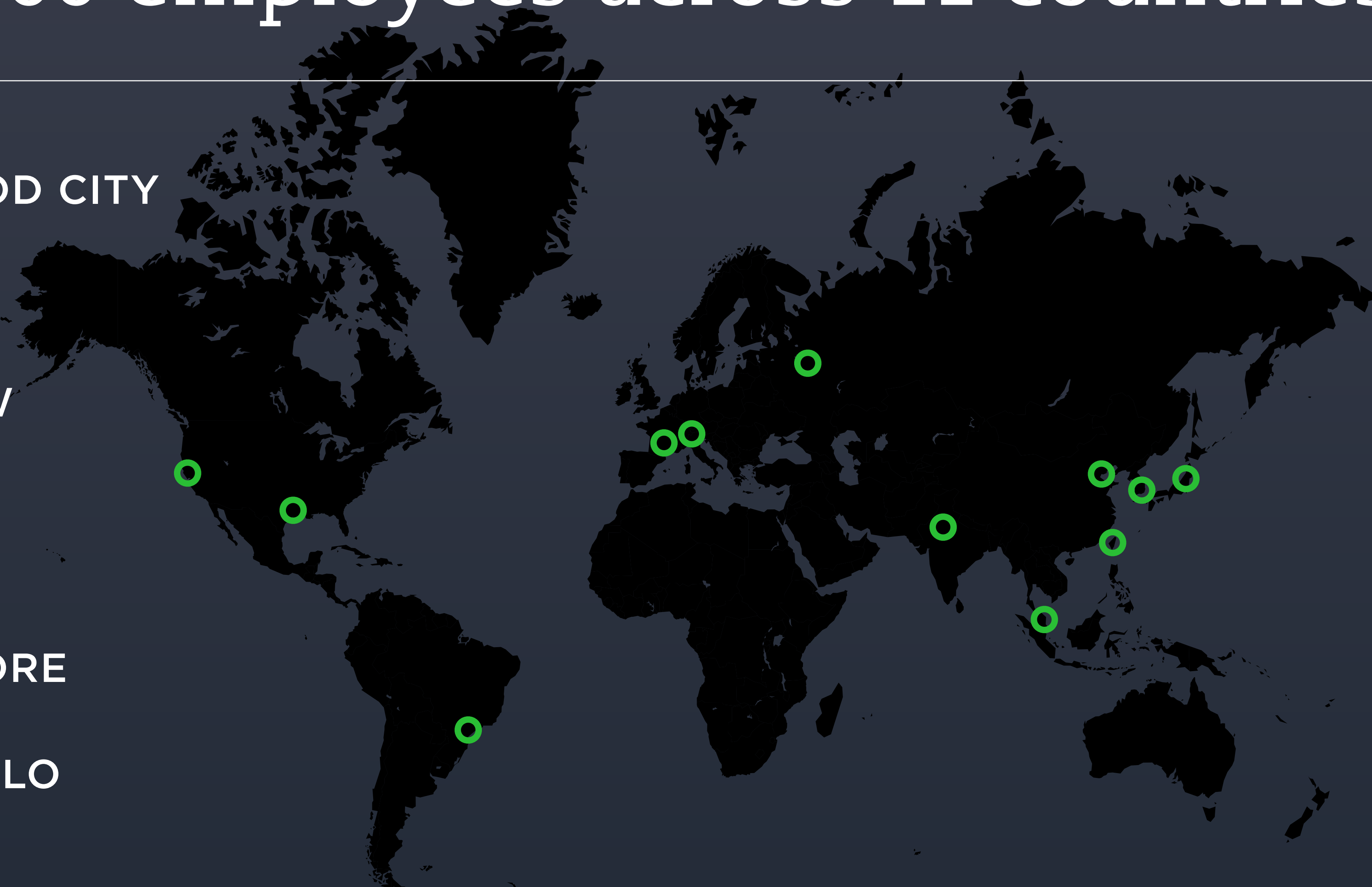
DELHI

SEOUL

SINGAPORE

TAIPEI

SÃO PAULO







MARKETING  
PARTNERSHIP  
LOCALIZATION  
OPERATION

TECHNICAL SUPPORT  
TRAINING

EVERNOTE BUSINESS  
ACCOUNT MANAGEMENT





DONGHEE

TROY

YOUNG

getting

I MAY LIVE IN  
SOUTH KOREA  
BUT ON  
SAMEDAY





Sorry getting Sucks

















## BASIC

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The tools you need to stay organized across all your devices

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Free



## PLUS

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Higher monthly uploads, more access, more options

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\$24.99 annually



## PREMIUM

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The best of Evernote and the choice for productive professionals

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\$49.99 annually





Write



Collect



Discuss



Present



# Evernote Market

BEYOND THE APP

The screenshot shows a web browser window with the URL `evernote.com`. The page header includes the Evernote logo and the text "EVERNOTE Market" on the left, and the user name "ALEX LEE" with a shopping bag icon on the right. The main content area features a large advertisement for "PFEIFFER COLLECTION PLATFORMS". The ad includes the headline "ELEVATE YOUR EXPERIENCE.", a sub-headline "Introducing bent plywood platforms designed to improve the way you work.", a call to action "EXPLORE THE COLLECTION", and a price range "\$64.95 - \$99.95". Below the text is a photograph of a desk setup with a computer monitor on a wooden stand, a keyboard, a mouse, and a pen holder. The ad also features a carousel of small images showing various Evernote products. At the bottom of the ad are four navigation dots, with the third one being filled. Below the main ad, there are two smaller product listings: "SCANSNAP EVERNOTE EDITION SCANNER by PFU" and "TRIANGLE COMMUTER BAG by abrAsus".

EVERNOTE Market

ALEX LEE

## ELEVATE YOUR EXPERIENCE.

Introducing bent plywood platforms designed to improve the way you work.

[EXPLORE THE COLLECTION](#)

**\$64.95 - \$99.95**  
PFEIFFER COLLECTION PLATFORMS  
An Evernote Original

FEATURED PRODUCTS / [SHOP ALL PRODUCTS](#)

SCANSNAP EVERNOTE EDITION SCANNER  
by PFU

TRIANGLE COMMUTER BAG  
by abrAsus



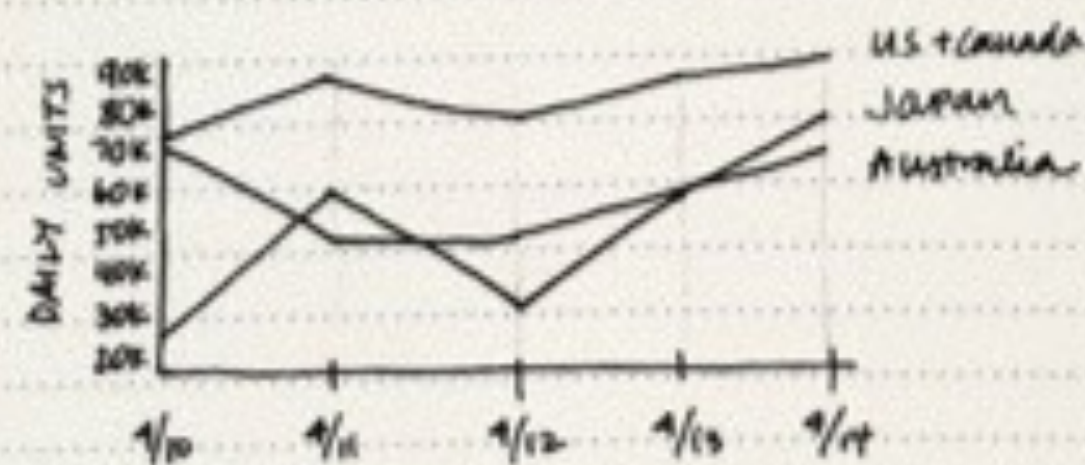




## DASHBOARD SYNC

4/14 2pm, Conference room B  
Attendees: Tyler Z., Linda B., Tammy L.

Current Dashboard layout:



Updates to be made:

4/25: International SKUs for ZB3401

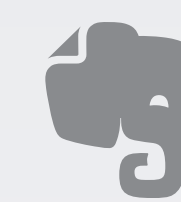
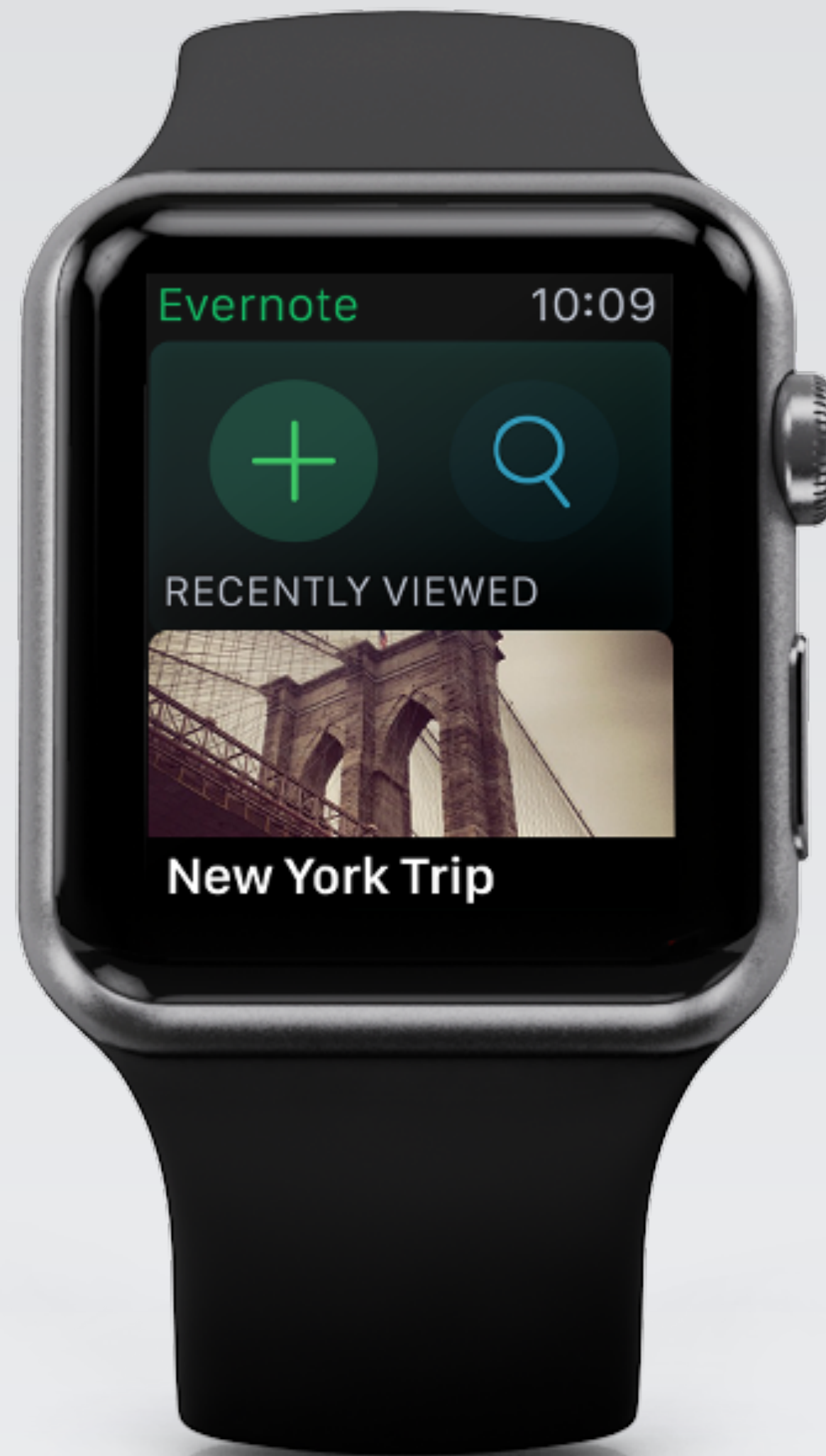
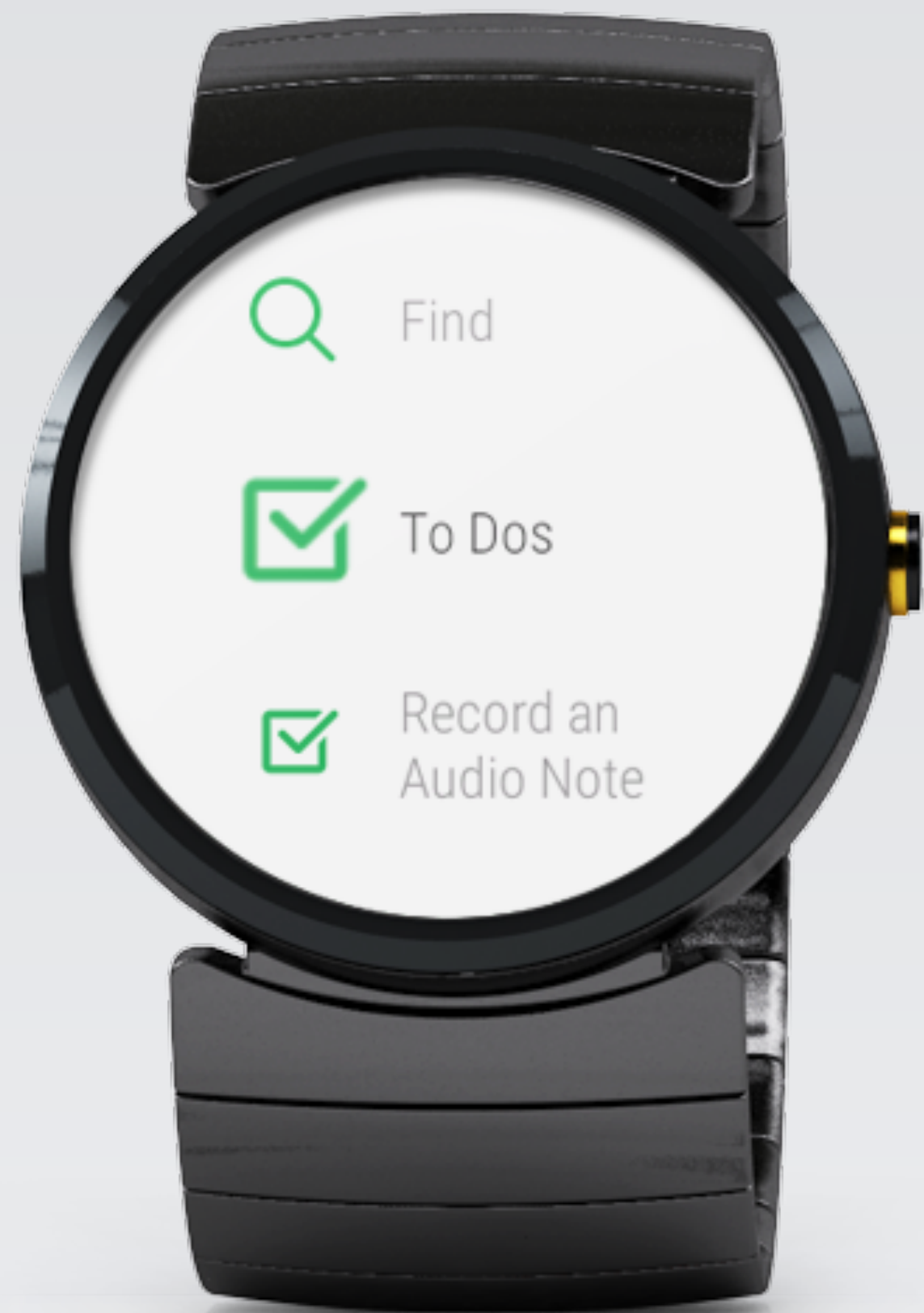
4/27: Update daily total display

5/2: create individual charts  
for each locale

## ACTION ITEMS:

- email marketing team to see tracking for last month (Lisa?)
- secure hosting system
- review workflow processes with Tyler Z. and Tammy L. before next week







**EVERNOTE**

Thank you