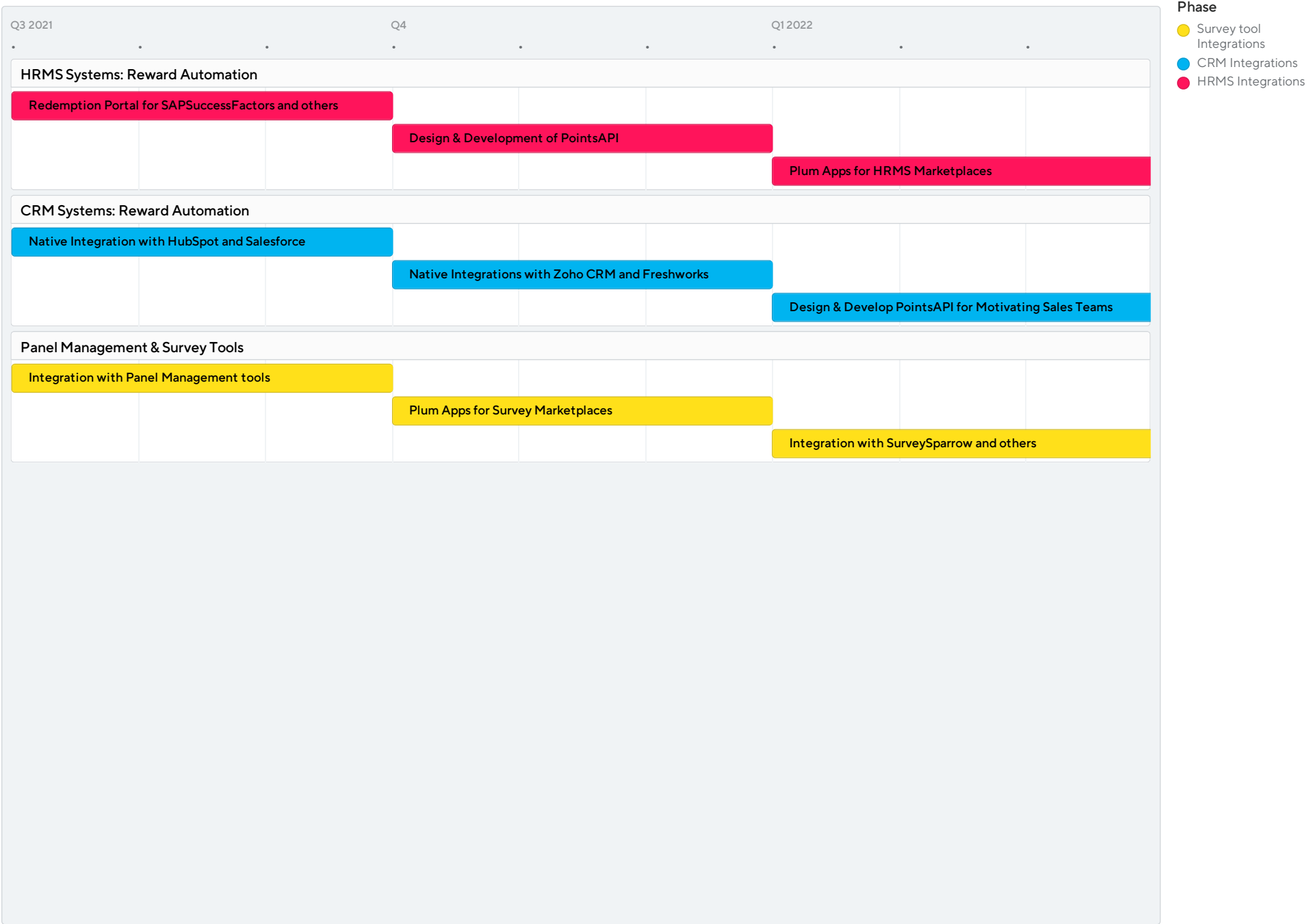


Roadmap for Plum Integrations - 2021



Title	Lane	Legend	Description	Strategic Importance
Design & Development of PointsAPI	HRMS Systems: Reward Automation	● HRMS Integrations	Design & Development of PointsAPI for HRMS platforms will be undertaken.	Customers of HRMS tools like BambooHR, Workday, Zoho People want to drive employee engagement via automated employee reward-based points. Collectively these systems are being used by over 80,000+ businesses and serve over 50M+ employees/workers worldwide. For these businesses, PointsAPI will help achieve their business goals and aid in reward
Redemption Portal for SAPSuccessFactors and others	HRMS Systems: Reward Automation	● HRMS Integrations	Redemption Portal Integration for SAPSuccessFactor, DarwinBox, Karma.bot and SpringWorks will be enabled.	Customers of HRMS tools like SAPSuccessFactor, DarwinBox want to drive employee engagement via automated employee reward-based points. This feature will help us achieve that.
Plum Apps for HRMS Marketplaces	HRMS Systems: Reward Automation	● HRMS Integrations	Plum will develop apps for different marketplaces such as Zoho People, ADP, and QuickBooks.	Customers of HRMS tools like Zoho People, ADP, and QuickBooks can now find Plum on their own marketplace. Launching Plum Apps on HRMS Marketplaces can enable admins with reward/gift automation based on employee birthdays, anniversaries, etc., and also help in the employee's financial wellness. This feature will also increase the visibility of Plum amongst HR admins.
Native Integration with HubSpot and Salesforce	CRM Systems: Reward Automation	● CRM Integrations	Involves native integration with popular CRMs to drive funnel engagement with rewards.	Collectively these CRMs are being used by over 400,000+ businesses worldwide. This feature will enable marketers and sales folks currently using these CRMs to gift their prospects and reduce sales cycles.

Title	Lane	Legend	Description	Strategic Importance
Native Integrations with Zoho CRM and Freshworks	CRM Systems: Reward Automation	● CRM Integrations	Native integrations with leading CRM softwares such as Freshdesk and Zoho CRM.	Customers of leading CRMs like Freshworks, and Zoho CRM want to drive pipeline engagement with rewards (eg: Starbucks voucher for attending meeting/webinar set up). These customers also want to increase sales rep motivation via performance points and rewards.
Design & Develop PointsAPI for Motivating Sales Teams	CRM Systems: Reward Automation	● CRM Integrations	Develop PointsAPI for leading CRM softwares.	Customers of leading CRMs such as HubSpot, Salesforce, and Freshdesk would like to increase sales team motivation via performance points and rewards. This feature will help us achieve that.
Integration with Panel Management tools	Panel Management & Survey Tools	● Survey tool Integrations	Native integration with leading Panel Management and survey software providers such as Alchemer, SurveyMonkey, Typeform, Voxco, Confrimit, Qualtrics, and more.	Customers of leading panel management tools like Confrimit, Alchemer, Qualtrics, Voxco want to implement a points-based reward system for their survey panel. Collectively these panel management software serves over 13,000+ Mid-market / enterprise to businesses. And these survey tools serve 100,000+ businesses generating over 20M+ responses every day.
Plum Apps for Survey Marketplaces	Panel Management & Survey Tools	● Survey tool Integrations	Build Plum apps for marketplaces, namely SurveyMonkey and Typeform.	Customers of survey tools like Typeform, SurveyMonkey, JotForm would like to increase the survey participation rate by offering rewards to their panelists. Listing Plum on their marketplaces will help us achieve that.

Title	Lane	Legend	Description	Strategic Importance
Integration with SurveySparrow and others	Panel Management & Survey Tools	● Survey tool Integrations	Integration with marketplaces of leading survey softwares such as SurveySparrow, JotForm, and Wufoo will be undertaken.	Customers of leading panel management tools like SurveySparrow, JotForm, and Wufoo want to implement a points-based reward system for their survey panel. Collectively these panel management software serves tens of thousands of businesses. This feature will help these companies enable a survey panelist reward program.