

CenTrak 2022 Partner Sales Summit – Agenda Preview

Meeting Dates: Wednesday, June 15 – Friday, June 17

Location: Scottsdale, Arizona

Hotel: Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch

Wednesday, June 15

Welcome Reception - Join CenTrak for an evening reception at the Hyatt Regency at Gainey Ranch, set amidst flowering cactus and framed against the majestic McDowell Mountains. Enjoy drinks and heavy hors d'oeuvre, while networking with your peers, CenTrak Channel Managers, and our new leadership team.

Thursday, June 16

Keynote Presentation - Bestselling author, Ian Altman, will lead a workshop on his proven solution selling process, “same side selling”. You will be exposed to a different way of looking at the sales experience and techniques for moving large, complex sales forward.

Strategy and Roadmap - Chief Marketing Officer, Crystal Ryan, leads CenTrak’s Product Management and Strategic Marketing functions. Crystal will present CenTrak’s future product strategy, in the near-term, as well as for the coming years. Gain insights and an exclusive first look into our hardware and software roadmap.

Technical Sales Training - Matt Mick, VP Solution Architecture and Innovation Strategist, will help you understand the fundamentals of CenTrak technology and learn how to best communicate that information to customers/prospects. You will leave this session with the ability to simplify the complex technology architecture and ensure the client feels excited and prepared for the deployment. Detailed presentation tools that will assist in the selling process will also be shared.

Environmental Monitoring (EM) Launch & Advanced Training - CenTrak’s Environmental Monitoring Manager, Charlie Pedersen, will build upon the introductory EM training course, while exploring the detailed sales process and product details. During this time, CenTrak will also launch an entirely new suite of products for Environmental Monitoring – simplifying the product portfolio, streamlining a complex quoting process, and providing enhanced features and functionality for added value to an enterprise healthcare solution.

Asset Tracking/Management Advanced Training Todd Stewart, VP of Solution Sales, will lead this session. They will build upon the introductory and intermediate asset tracking/management courses, while exploring the detailed sales process and product details. Todd will share his broad industry knowledge to help better prepare you for tough conversations.

Asset and Workflow Product Launches – CenTrak Product Management will introduce several Wi-Fi capability enhancements (including fully wireless deployments) as well as an improved Drop Box, and a new, smaller multi-mode asset and patient tag.

CenTrak Maps™ Training - Clay Anderson, Product Manager of CenTrak Software, will provide additional product and sales information, including advanced functionality not previously released related to our wayfinding solution.

Vendor Fair - Enjoy light refreshments while gaining hands on experience. Meet with solution experts 1:1 to discuss CenTrak's entire product portfolio. Benefit from our recent market research and better understand how to approach and identify customer/prospect needs.

Friday, June 17

End-User Presentation: The Value of RTLS Solutions at UT Southwestern Medical Center Hospitals - Martin Marshall, Director of Operational Logistics at UT Southwestern, will share how his facility saved over \$3.5M in capital spend and more impactful results using CenTrak's asset management and logistics solution. With UTSW as a prime example, review the internal process end-users undergo when successfully deploying an RTLS system, along with the metrics and dashboards of actionable data currently driving their informed decision making. At the end of this session, Martin will also participate in an audience Q&A to fully uncover the end-user's perspective.

CenTrak Engage Launch – Clinical and Operational Consulting Services: Kevin Paroda, Acute Care Global Product Manager, will discuss CenTrak's newest service, CenTrak Engage. Adding clinical and operational consulting completes the full solution approach that CenTrak has adopted of best-in-class hardware, an enterprise software solution, and process improvement expertise. In this session, you will learn more about CenTrak's consulting process for driving effective change management and strategically maximizing ROI. You'll walk away with the proper tools needed to effectively sell Engage to new and existing customers.

High Availability (HA) & Disaster Recovery (DR) Launch – Mark Bildeaux, Director of Product Management, will introduce CenTrak's new offerings for HA/DR along with service opportunities and pricing guidelines. Understand the importance of CenTrak's Business Continuity Program and how it can minimize data loss in the case of server failures. Learn how to explain the difference between HA and DR and why both are beneficial for healthcare facilities.

Sales Support - Christine Sei, CenTrak VP for Sales Operations and Partner Management, presents the support services that CenTrak offers directly to partners, including RFP support, quoting, and assistance in dealing with GPOs.

The partner summit will give you the tools you need to beat the competition. By the end of the summit, you will be able to:

- Identify and explain CenTrak's differentiators
- Present CenTrak products as full solutions capable of solving the critical problems in health care
- Confidently sell CenTrak solutions
- Understand CenTrak's strategy and roadmap
- Answer technical questions regarding CenTrak's portfolio
- Support prospects throughout the sales process