



PINPOINT

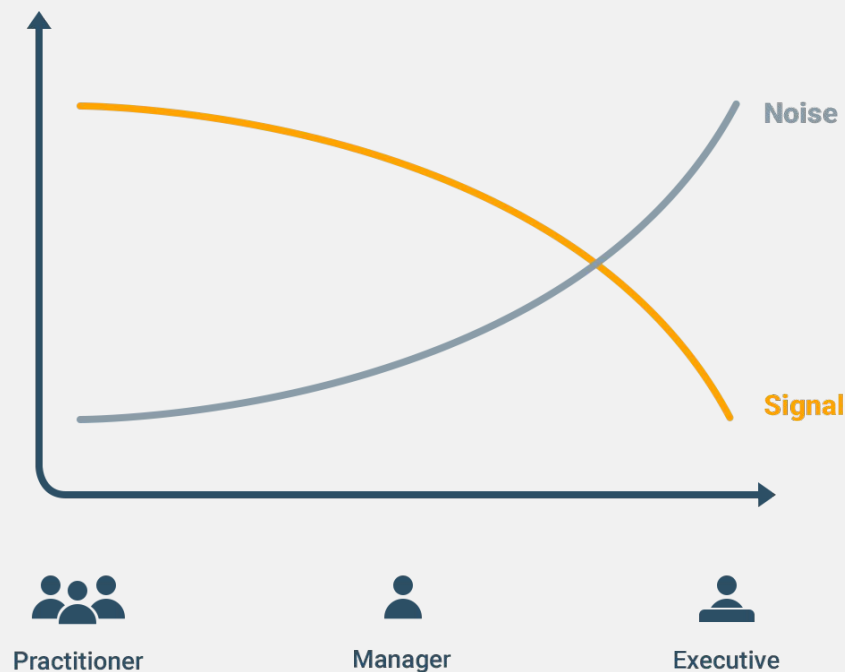
How companies
spend on R&D



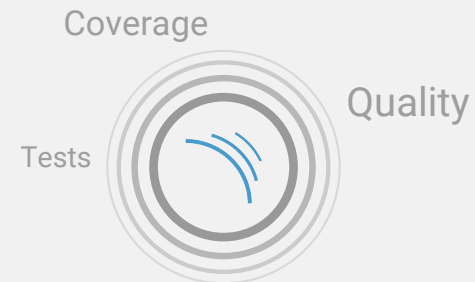
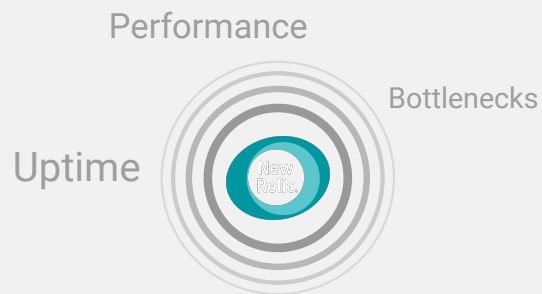
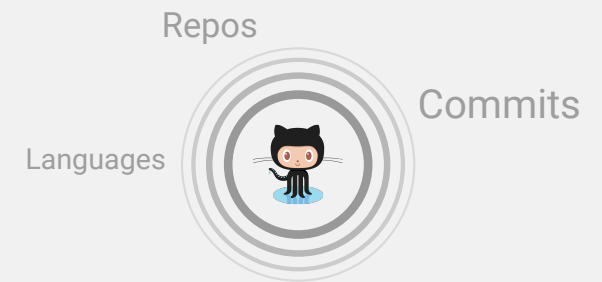
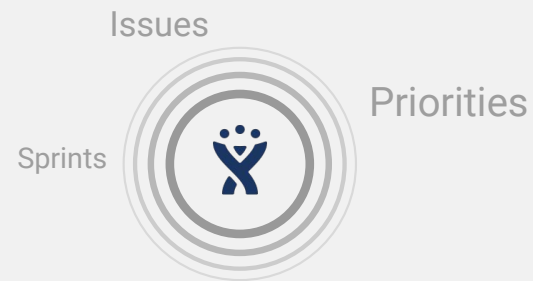
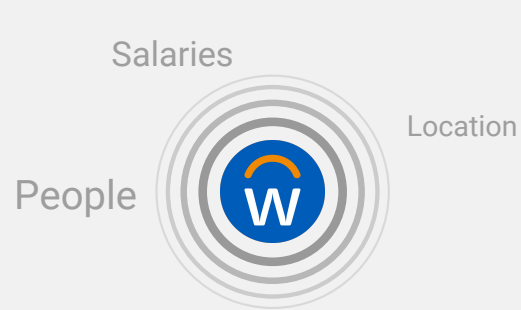
How they measure
the return



Leaders face a low signal-to-noise ratio



- Manually compiled reports
- Moment-in-time data
- Biased assessments
- Little/no view into return on spend
- Little/no view into trends over time
- Reactive vs. predictive



**Software organizations are awash in signal data.
These signals can be tapped to learn the true story
of team performance.**



Pinpoint turns signal data into executive insights

INSTRUMENT

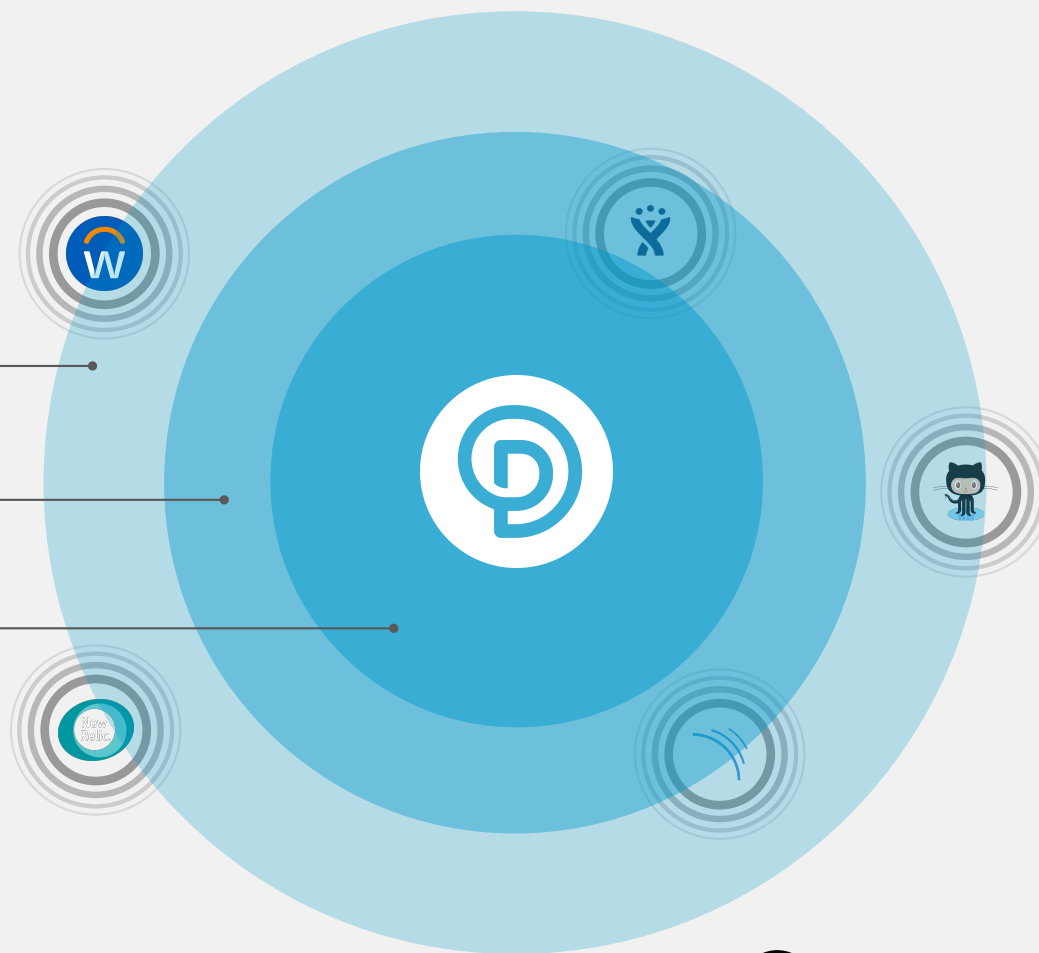
software systems of record

SYNTHESIZE

signals with proprietary software intelligence

SURFACE

cost, results, efficiency and performance



Pinpoint architecture (logical view)

INSTRUMENTATION LAYER

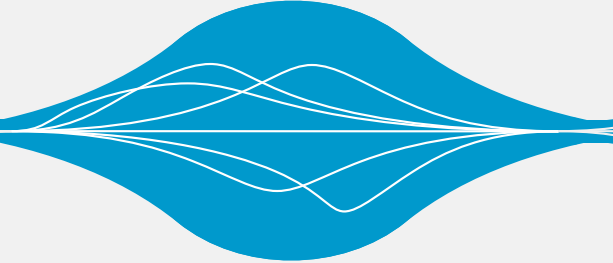
Detect & extract historical and ongoing SDLC data activity



Source systems

SIGNAL ("BRAIN") LAYER

Generate signals via algorithms and proprietary intelligence

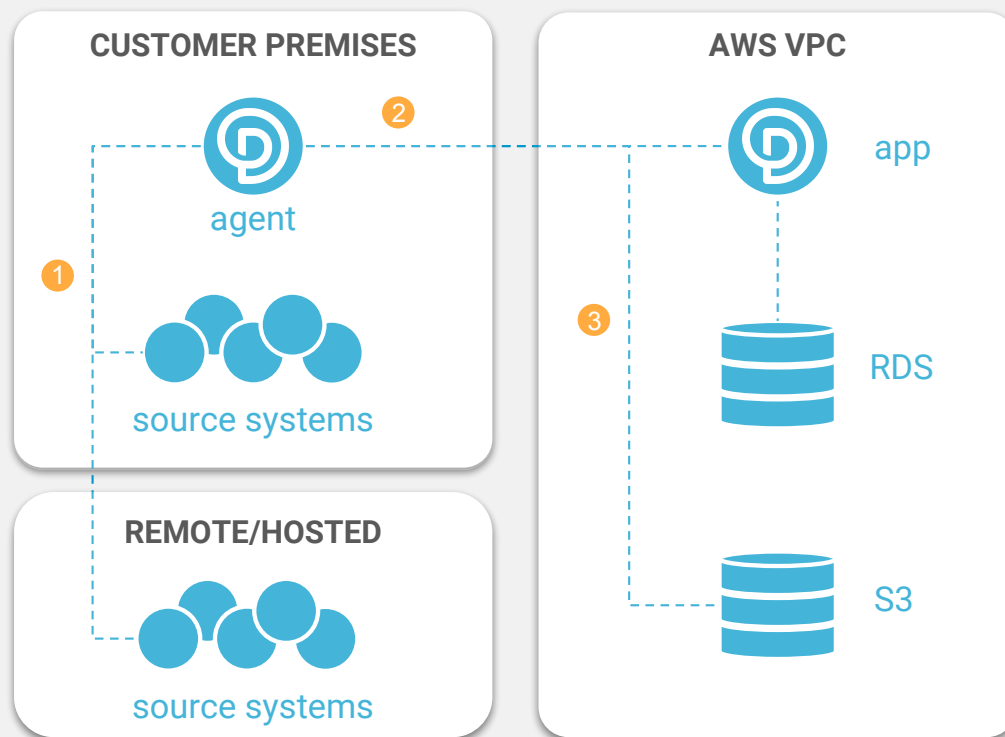


DISPLAY LAYER

Trends, graphs, filters, role-based views, customized weights



Pinpoint architecture (physical view)



1. Pinpoint Agent connects via tokens or service accounts to source APIs.
 2. Agent fetches one-time user session for permission to connect to S3.
 3. Once approved, agent streams signal changes to S3.
- ★ No customer source code leaves the premises.
 - ★ All data encrypted in transit and at rest.
 - ★ Inherits all AWS VPC security, scale, certifications and control.

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