Digital Serendipity™ that makes hybrid work sustainable

Named a Cool Vendor in the 2024 Gartner® Cool Vendors™ in Digital Workplace Applications

tweelin — Your life, decluttered.

Gartner COOL VENDOR 2024

1 COMPANY OVERVIEW

Transactable SaaS Offer
on MS App Source:

Tweelin Digital Serendipity

Microsoft Programs:
In the process of activating **MACC.**

Sales Motions

Purchase Options
- ✓ SaaS
- ❑ BYOL
- ✓ Marketplace

Key Services Partners
Alkemy - alkemy.com

GEO Availability
Global

Marketplace

Seller Category
ISV

Delivery Method
- ❑ AMI
- ✓ SaaS
- ❑ GovCloud

Pricing Plan
- ❑ BYOL
- ✓ Annual
- ❑ Hourly
- ❑ Metered
- ✓ Monthly
- ❑ Private Pricing

1-Minute Overview

Founded in 2021, Tweelin is a Silicon Valley SaaS startup which built the first ever AI solution that optimizes workplace communication by connecting colleagues at the right time through the right channel, eliminating coordination hassles. Integrated with Microsoft Teams, Android, and iOS, Tweelin streamlines 1:1 interactions, boosting employee productivity.

2 USE CASES

Use Case(s)	Role(s)	Customer Issues	How Tweelin Addresses the Issue (Solution)
Reduction of meeting overload	Executive Management, Project/Program Managers, Sales Managers.	Too many meetings make it hard to talk, and the solution is scheduling more meetings.	• By synergizing devices telemetry and calendar event headers, the AI finds ideal moments for instant conversations. • Users no longer have to schedule meetings or IM colleagues asking for a moment to talk; they wish to talk, and it happens. • The only solution on the market that allows hybrid workers to avoid calendar meetings.
Faster response to customer inquiries	Account Managers, Sales Engineers, Solution Architects, CSMs.	Long customer response time due to required coordination with colleagues (e.g., RFP).	• Tweelin accelerates conversations, making them independent from calendar availability. • Users no longer hunt down colleagues or negotiate earlier slots; they just "wish" to talk, and it happens as early as possible.
Better employee experience and engagement	HR Managers, hybrid workers, remote workers, new hires.	Disengaged employees, slow ramp up of new hires, pockets of different cultures.	• Engineered serendipity compensates for lack of watercooler conversations by lowering the barriers to talk. • Easier connections with seniors facilitate onboarding and training of new hires. • Easier conversations outside the immediate team foster cultural alignment among clusters of employees.

3 KEY SUMMARY QUESTIONS

Where Have They Been Successful?

Microsoft Teams customers with 200+ hybrid workers distributed across multiple locations; younger than average employee age; in business to sell complex product or services that require high internal coordination; organized in a matrix with program and/or project managers. Not an EDU or GOV institution.

What Is The Revenue Impact To Partners?

For a deal with an average 475 seats, the Annual Contract Value (ACV) is $86,370/1-year. This corresponds to an expected revenue share for Partners of $25,911 @ 30% discount.

Partner TAM is $2.0B in the US and $1.7B in the EU.

4 DIFFERENTIATORS

Traditional assistants use AI to play "Calendar Tetris", spreading conflicts over free slots and pushing people to focus overtime. Tweelin is the first and only solution that allows workers to avoid meetings and related coordination cost, freeing them from calendar prison, and allowing them to focus on what matters.

Key Differentiating Characteristics

1. The OS-based telemetry-driven availability is application agnostic and much more reactive than any collaboration platform presence status.

2. Zero user configuration delivers benefits even to completely passive users.

3. Tweelin figures out the best channel for the conversation based on the capabilities of the users' currently active devices.

4. Tweelin never exposes user's availability to other parties, it just suggests when to call and through what channel.

5 NEXT STEPS

Key Links
Tweelin Home
Partner Program
Start a Free Trial

Deployment Details
Deployment Guide

Discover Tweelin's offer on Microsoft App Source: Tweelin Digital Serendipity

Contact Tweelin for any support you need: dario@tweelin.com

Register to Tweelin's Partner Portal to access enablement materials

Microsoft Partner