

How Confluent Used Technology-Enabled Communications

A Confluent and Infinite Equity Case Study

Confluent sets a flawless example for a multi-channel, technology-enabled communications program

Overview

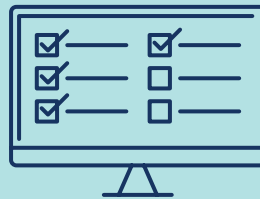
As part of going public, Confluent senior management and a cross-functional team put together a comprehensive equity strategy and technology-enabled communication program to ensure employees were aligned with new investors and shared in the opportunities afforded by their IPO. Confluent decided to allow employees holding vested stock options and Confluent common stock the ability to sell a portion of their holdings through an early lockup release (“ELR”) offer. This ELR offer, coupled with the launch of an ESPP and the implementation of a new stock administration system, required expert project management and flawless employee/stakeholder communication to ensure success.



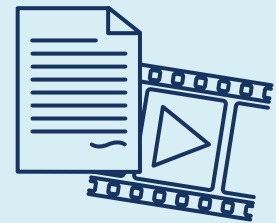
Approach



**Training through
Town Halls**



**Secure Dashboard with
Action Items**



**Repository for Documents
& Educational Materials**

Confluent took various approaches to its communication strategy throughout the ELR. It provided company-wide training through town halls to convey both the features and decisions associated with the ELR opportunity, as well as empower employees to make their own informed decision. Once employees gained an understanding of the program and IPO implications, they were directed to a secure dashboard that listed all the action items the employee would need to take, along with key dates, and the ability to check them off as complete once finished. In addition to helping the employees manage the IPO-related activities, the dashboard acted as a repository for all relevant documents, and educational materials, and linked to an opening equity statement. Most importantly, during the respective election windows, employees were able to make elections for both the ELR and the ESPP through the dashboard’s functionality.



With the ever-changing pre-IPO landscape that Confluent was dealing with, Infinite Equity was able to pivot on and create viable solutions on the spot. I am not sure how we could have pulled off the amazingly successful IPO ELRs or our ESPP kick-off without their partnership.

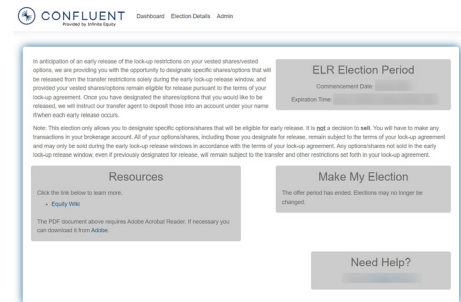
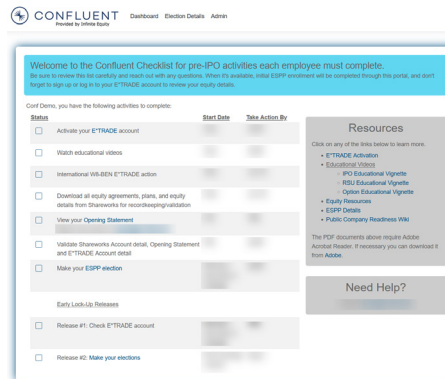
Stacy Fox
Equity Lead | Confluent

Solution

To support these objectives, Confluent engaged Infinite Equity to develop an all-inclusive, web-based solution for the company to easily communicate with stakeholders and allow them to manage various actions related to the ELR and other IPO-related activities.

Impact

This new, scalable technology brought automation and efficiency to the process. The ability to have all the IPO information in one place, from tasks, to plan documents, to training, to the necessary elections, significantly streamlined the employee experience. Over 980 employees were provided access to the system and were able to view all related program information, such as stock options displayed by grant with strike price, expiration, etc.



Results

Confluent registered an ELR participation rate of nearly **65%**, a mark of its success, together with an impressive **89% ESPP participation rate!** The company also **won a GEO Award** for 'Best Use of Technology'.

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About Infinite Equity

Infinite Equity is the premier independent professional services firm that enables companies to increase the effectiveness and return of their equity programs. We believe equity compensation programs should drive performance, foster an ownership culture, and fuel innovation. As recognized industry leaders in all aspects of stock-based and executive compensation, the Infinite Equity team partners with publicly traded and privately held companies on plan design, valuation, performance tracking & communication, tax, and financial accounting services related to stock-based compensation.