Quarterly OKRs - Q2 2025

Introduction

This document outlines Quantum Dynamics' Objectives and Key Results (OKRs) for Q2 2025 (April - June). These OKRs align with our annual strategic priorities and represent our focus areas for the quarter. Each department will align their team and individual OKRs with these company-level objectives.

Vision Statement

To democratize advanced data analytics, enabling businesses of all sizes to make intelligent, data-driven decisions.

Q2 2025 Company-Wide OKRs

Objective 1: Accelerate Revenue Growth

Description: Focus on expanding our customer base and increasing revenue from existing customers through upselling and cross-selling opportunities.

Key Results: 1. Increase new bookings to $4.5M for the quarter (25% increase over Q1) 2. Improve net revenue retention to 115% (from current 108%) 3. Reduce average sales cycle from 64 days to 52 days 4. Close 3 enterprise deals valued at $500K+ each 5. Achieve 35% conversion rate from freemium to paid plans (vs. current 28%)

Executive Owner: Samantha Lee, Chief Revenue Officer

Objective 2: Launch QuantumAI Analytics Platform 2.0

Description: Successfully release our next-generation analytics platform with enhanced AI capabilities and improved user experience.

Key Results: 1. Complete all release milestones by May 30, 2025 2. Achieve 99.9% uptime during phased rollout 3. Drive 65% of existing customers to adopt at least one new 2.0 feature within 30 days of release 4. Reduce dashboard loading time by 40% compared to 1.x platform 5. Maintain customer satisfaction above 4.5/5 during transition period

Executive Owner: David Chen, Chief Product Officer

Objective 3: Enhance Operational Efficiency

Description: Optimize internal processes, reduce costs, and improve cross-functional collaboration to support scalable growth.

Key Results: 1. Reduce customer onboarding time from 14 days to 8 days 2. Decrease customer support response time to under 2 hours (from current 4.5 hours) 3. Improve gross margin to 75% (from current 71%) 4. Reduce cloud

infrastructure costs by 15% while maintaining performance SLAs 5. Implement automated testing for 90% of core platform functionality

Executive Owner: Maria Rodriguez, Chief Operating Officer

Objective 4: Expand European Market Presence

Description: Strengthen our position in the European market following our recent expansion into the region.

Key Results: 1. Increase European revenue to 20% of total company revenue (from current 12%) 2. Establish partnerships with 3 strategic European system integrators 3. Achieve full GDPR and EU AI Act compliance certification by June 15 4. Hire and onboard key leadership positions for European headquarters 5. Secure 5 reference customers in Germany and France

Executive Owner: Michael van der Berg, VP European Operations

Objective 5: Strengthen Team and Culture

Description: Invest in our people and workplace culture to attract and retain top talent.

Key Results: 1. Improve employee engagement score to 85% (from current 78%) 2. Reduce voluntary turnover to under 12% annualized (from current 15%) 3. Achieve 90% participation in professional development programs 4. Fill 35% of open positions through internal promotions 5. Successfully implement flexible work policy with 90% employee satisfaction

Executive Owner: Priya Patel, Chief People Officer

Departmental OKR Overview

Each department should align their Q2 OKRs with the company objectives above. Major departmental focuses include:

Product & Engineering

- Complete QuantumAI 2.0 development and testing
- Improve platform performance and reliability
- Implement seamless migration path for existing customers
- Launch API enhancements for partner ecosystem

Sales & Marketing

- Execute enterprise sales strategy
- Increase marketing qualified leads by 30%
- Launch European market campaign
- Develop vertical-specific solution packages
- Optimize sales enablement for new platform features

Customer Success

- Redesign customer onboarding journey
- Improve product adoption metrics
- Reduce churn through proactive engagement
- Expand customer education programs
- Launch customer advocacy program

Finance & Operations

- Optimize procurement processes
- Implement enhanced financial forecasting
- Streamline international operations
- Improve internal systems integration
- Develop scaling plan for anticipated growth

People & Culture

- Launch leadership development program
- Enhance performance management system
- Implement DEI initiatives across recruitment and retention
- Refine remote and hybrid work policies
- Expand learning and development offerings

OKR Process and Cadence

Quarterly Timeline

- **Week 1**: Company OKRs announced
- **Week 2**: Department OKRs finalized and approved
- **Week 3**: Team and individual OKRs set
- **Weeks 4-12**: Weekly tracking and monthly reviews
- **Week 13**: Quarterly retrospective and next quarter planning

Scoring Methodology

OKRs will be scored on a 0-1.0 scale: - 0.0-0.3: Significantly behind - 0.4-0.6: Progress made but target not reached - 0.7-0.9: Substantial progress, close to target - 1.0: Target achieved or exceeded

Target average score across all company OKRs: 0.7-0.8

Tracking and Visibility

- Weekly OKR updates in Monday morning all-hands
- OKR dashboard available to all employees via Quantum Portal
- Monthly deep-dive reviews with executive leadership
- Transparency on progress, blockers, and adjustments

Connecting to Annual Goals

These Q2 OKRs support our 2025 annual goals: 1. Achieve $50M ARR by year-end 2. Release next-generation platform with AI capabilities 3. Expand international presence to 30% of revenue 4. Maintain industry-leading customer satisfaction (NPS 70+) 5. Build organizational capacity for continued growth

Support and Resources

- OKR templates available in Confluence
- OKR workshops scheduled for April 10-12
- OKR coaches available for each department
- Questions? Contact okr@quantumdynamics.com

This document should be reviewed by all employees. Department leaders will schedule OKR alignment sessions during the next two weeks.