

company) has found herself more sidelined to internal IT and data management.

The CDO comments that there have also been recent social media stories about the US competitor “*eating up*” the business models of some of those product companies that have built on their API by adding similar capability into their own system. The head of sales suggests that the competitor is struggling to find its way and is being forced to resort to such cannibalistic action. He adds that “*we rarely come across the US company in competitive tenders and in any case there are security concerns cited by some clients due to their cloud approach*”.

Sales

The head of sales takes over the presentation and starts to run through the growth of the company. It’s obvious that there’s a lot of co-ordination between marketing, sales and digital and this team seems to be working well together. In 2016, the company had a record year with £123 million in revenue and over 6,277 customers including 690 new customers, 600 pre-threshold (installed and running but within first two years before renewal begins) and 4,987 on two year renewal. The digital group have been helping in providing mobile tools, communication and other capabilities for the sales team along with marketing tools for more targeted advertising. The expected growth in clients is provided in figure 161.

Figure 161 — Growth in clients