



Cloud Business Profile of Excellence



Practice Area Market Definition

Impact of Practice Area More Focused

Excellence in Action

Ensures a concerted leadership effort is made across all functional areas with changes to most business processes, roles and staffing

Aligns the core competencies of the business; customers, people and Intellectual Property with growing business segments

Develops the preferred profitability model that supports the chosen strategy; Start-Up (Cloud only), Hybrid (traditional and Cloud) or Full multi-year transformation to Cloud

Secures funding to support the chosen profitability model; funding from operational cash flow, owner investment, crowd sourcing or venture capital

Introduces a new set of KPI's and benchmarks that should be set across the business and measured to help ensure progress is on plan



Practice Area Intellectual Property

Impact of Practice Area More Efficient

Excellence in Action

Adopts a virtuous cycle of learning from customers wrapping that knowledge into Intellectual Property that helps the next sale

Emphasizes the importance of cataloguing projects by architects, developers, trainers and support technicians or acquired as part of takeovers

Ensures Ideas are wireframed into visualizations of capabilities, brainstormed with customers and refined and scoped into future product capabilities

Makes sure cataloguing, wireframing, brainstorming feeds into the development of the Solutions blueprint which defines the vision, scope and investment

Develops solutions that can be re-used across similar customers and verticals enabling repeatability and efficiency



Practice Area Marketing

Impact of Practice Area More Leads

Excellence in Action

Shifts the Marketing Mix from low volume high cost to high volume low cost activities

Prioritizes investing in Search Engine Marketing (Pay-per-click advertising) and Search Engine Optimization (achieve high rankings in organic searches)

Supports priority marketing tools with email based nurturing campaigns and webinars that establish thought leadership and market credibility

Builds Web based assets such as guided demo's and trials educate early and reduce both the no of interactions and the length of the sales cycle

Increases Marketing spend (3-5%) resulting in higher levels of qualified leads (100 per rep, per year) with higher close rates (30% minimum)



Practice Area Sales

Impact of Practice Area More Velocity

Excellence in Action

Shifts Sales from on-site sales calls, pre-sales support and custom demo's to webex selling where value is demonstrated very early in the sales cycle

Develops new compensation plans rewarding building a strong annuity stream paying for the number of new customers and the annual annuity value

Advocates sales being more straightforward and standardized leading to less of a reliance on senior and more expensive sales people

Uses lower cost sales resources to manage customer renewals focused on lifecycle management and keeping churn rates low

Significantly reduces sales costs often by up to 2/3rd's by reducing the no of interactions, limited face-to-face meetings and lower salaries



Practice Area Services

Impact of Practice Area More Standards

Excellence in Action

Ensures Implementations are faster with the development of standardized offerings for set-up, configuration, training, support and customizations

Develops a library of tools, templates, guides packaged in the form of downloadable kits with access to knowledge bases and on-line communities

Takes routine and low risk work steps and packages them into fixed price offerings. Higher risk activities such as integration are time and materials

Simplifies, clarifies and automates key work tasks; Scoping, Statement of Works, Master Services Agreements, Change Orders and Signature processes

Shifts Services compensation to volume of contracts with bonuses for each successfully implemented customer (vs. number of billable hrs)



Practice Area Loyalty

Impact of Practice Area More Retention

Excellence in Action

Strives to make the solution and processes foundational to the business of customers resulting in higher levels of commitment

Ensures offerings remain leading edge from a functional, technical and economic perspective

Responds to the immediacy and ease with which customers can unsubscribe with a continuous cycle of delivering value with updates every 2-4 months

Increases monthly revenues per customer by upselling additional services and cross selling additional subscription services

Delivers more than expected, transforms interactions into memorable experiences and customers are more satisfied