

Doubled enterprise value of mid-size B2B SW company

Client context	Approach	Impact
<ul style="list-style-type: none">▪ Mid-sized B2B Software client (~\$1.5B rev) with mostly on-prem product portfolio, sold perpetually▪ Significant challenges to its business model: Lost edge against main competitor (growth flat vs. 15% growth); many customers with high shelfware (>25%) leading to large discounts; 3-5 yr revenue cycles with dependence on big deals	<ul style="list-style-type: none">▪ Transitioned >60% of new bookings to subscription with a 20%+ customer value uplift▪ Launched a new product line through M&A in a high growth adjacent market▪ Reallocated 10% of R&D spend and 5% of sales investment to higher growth areas▪ Instituted dynamic deal scoring, driving higher value capture on new sales▪ Re-defined account coverage model to better match opportunity in the market▪ Created role-based customer journey selling tools and training to sell value▪ Repackaged product line end-to-end	<div><div>2x</div><div>Increase in stock price</div></div> <div><div>All</div><div>Upgrades from every analyst</div></div> <div><div>+25%</div><div>-10%</div><div></div></div> <div><div>Turned around bookings growth trajectory</div></div>
<div>Client name: X Team set-up: X Fees Structure: X</div>	<div>What was unique: X</div>	