

In this third and final round, it is your responsibility to guide your company to future success and react to the changing market, where there have been some updates!

Market Update: Building a thriving ecosystem has become a crucial driver in attracting new customers and also retaining and expanding with existing customers. Companies are looking to take advantage of the advanced functionality and extensions that come with a robust ecosystem and expect their partner to be headed in the same direction. Additionally, as most large enterprises have now taken steps to migrate to the Cloud, focused efforts through Direct sales have decreased in importance. However, there are many small and medium enterprises that have yet to make the shift. The tables below illustrate the updated drivers of Cloud renewal rate, Cloud expansion rate and CCB from new bookings.

Cloud renewal rate drivers	Weighting
Customer NPS	High
Platform Ecosystem	Medium

Cloud expansion rate drivers	Weighting
Customer NPS	High
Platform Ecosystem	Medium
Digital Marketing	Medium

CCB from new bookings drivers	Weighting
Direct Sales	Low
Inside sales	Medium
Platform technology & integration	High
Digital marketing	Medium
Platform ecosystem	High