

# PROBLEM

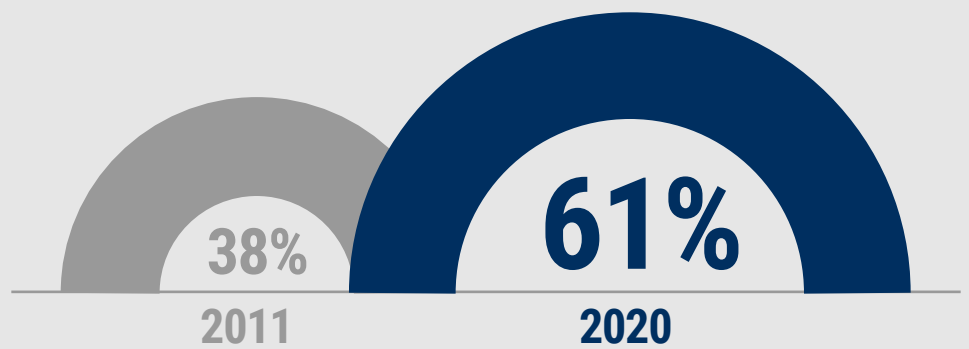
Most tech companies are not optimized for managed services revenue growth

## WHY ORGANIZATION STRUCTURE MATTERS

### FACT #1

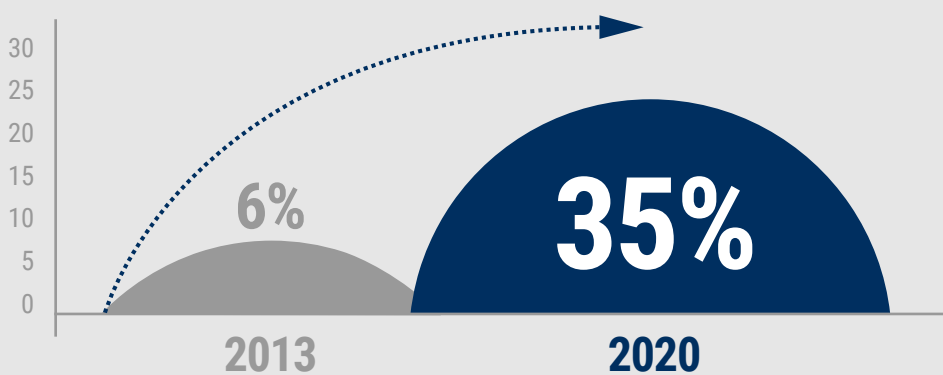
Services are now a top priority for CEOs

In 2011, services revenue was a little more than 1/3 of total tech revenue. In 2020 it is **greater than 50%**.



MS is growing faster than any other service

### FACT #2



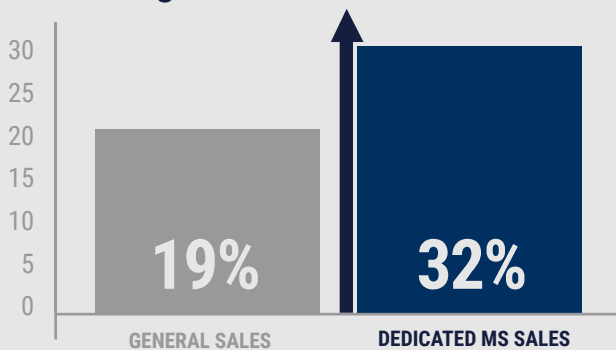
From 2013 to 2020, **managed services revenue grew** from 6% of total services revenue to 35%.

THE AVERAGE NET-NEW MANAGED SERVICES Revenue Growth Rate is **23%**!

### SOLUTION #1

Dedicated MS Sales

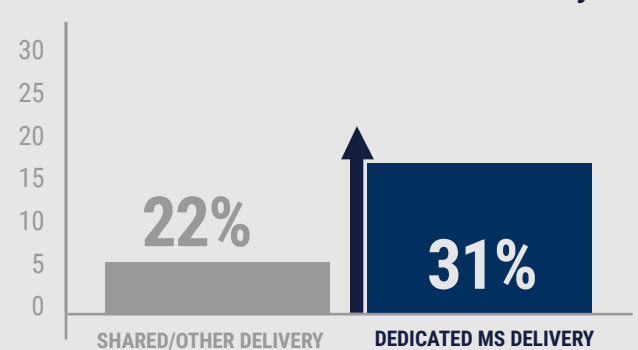
Revenue Growth when using



### SOLUTION #2

Dedicated MS Delivery

Gross Margin when delivered by



### SOLUTION #3

Dedicated MS Client Management

Revenue Retention Rate when using

