

MAINTENANCE AND SUPPORT REVENUE WATERFALL

There are three major areas where you can pull levers to grow revenue.

LEVER 1

Pricing Action

Small, annual price increases on a large revenue base translates to big dollars.

LEVER 2

Renewal & Upsell

Upsell rates must be higher than downsell and attrition rates or your revenue will decline.

LEVER 3

Value-Added Services

Change the trajectory to growth by cross-selling value-added services with compelling value propositions.

