

## TSIA Advisory Services | Solving Critical Business Challenges With Data, Not Opinions



**Delivered By Thomas Lah**  
Executive Director and Executive VP

### Bio

Thomas Lah is the executive director and executive vice president of the Technology Services Industry Association (TSIA), the leading association for today's technology and services organizations. He is the author of many popular books on trends affecting the tech industry, his latest being *Digital Hesitation: Why B2B Companies Aren't Reaching Their Full Digital Potential*.

Over the past 20 years, Thomas has been a prominent sought-after industry speaker on the topics of optimizing technology service businesses within product companies, business outcome engineering, customer success funding models, X-as-a-Service (XaaS) financial models, the art of helping customers successfully adopt technology, and the latest market trends impacting technology organizations worldwide.

## Top Executive Engagements

- Navigating Hazy Horizons
- COVID-19 Impacts on Technology Business Models
- The Playbook for Profitable XaaS
- As-A-Service Transformation and Alignment
- Changing Value Propositions for XaaS
- Journey to LAER Efficiency
- Outcome Engineering: Scale Customer Value Delivery
- XaaS Financial Models: The Business of the Cloud
- Sales & Service Blur: Unlock New Customer Revenue
- XaaS Pricing Models: Success of Premium Offers
- The Next Gen Portfolio: Innovate Offer Development
- LAER Coverage Model: Rethinking Sales and Service

# Providing Data-Driven Advisory to the World's Leading Technology Companies

HOW WE  
WORK WITH  
YOU

ALIGN

## Align Executive Leadership

By placing industry validated data at the center of the conversation

ACCELERATE

## Accelerate Organizational Capabilities

Speed up business initiatives with a customized plan

TRANSFORM

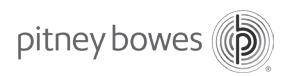
## Transform Business Models

Leverage the world's most influential advisors on the future of technology and services

OPTIMIZE

## Optimize Business Performance

Educate business line leaders on critical industry trends



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