

DELIVERED BY **LAURA FAY** VP, XaaS Product Management Research

Laura Fay is the vice president of XaaS product management research for TSIA. Laura is a technology industry veteran with over 30 years of experience driving business growth in the enterprise software industry via leadership roles in product management, general management, product development, and customer success.

In recent years, Laura has lived the XaaS business transformation journey at multiple companies. She has experienced success in large well-established enterprises and a number of early stage high growth companies, including Good Technology (acquired by Blackberry), Sendia (acquired by Salesforce), Scalix (Founding Exec), ShareData (acquired by E*TRADE), cc:Mail (acquired by Lotus Development & then IBM) and Retix (co-founder, IPO). Laura holds a Bachelor's degree in Computer Science (Hons.) from Trinity College Dublin, Ireland, and an MBA from Santa Clara University, California.



TOP **XAAS PRODUCT MANAGEMENT ENGAGEMENTS**

*Offered in a speaking or workshop
format, depending on the topic.*

- Economic Engines for Profitable XaaS
- How XaaS Product Offer Development Differs From Other Technology
- Best Methods for Pricing
- KPIs Driving Product Management Behavior
- Optimal Organizational Design for the XaaS Business
- Product Adoption and Product Release Management
- Cross-Functional Alignment
- Customer Management Methods
- Optimizing the Customer Experience

Unlocking New Potential and Accelerating Growth with Deep Industry Insight.

「SPEAKING」

Align and inform leadership teams with the world's most influential speakers on the future of technology and services. You'll get the data you need to drive outcomes specific to your business.

「WORKSHOPS」

Get industry insight, best practices, and focused advisory in the context of your business objectives. TSIA research executives will prepare your services organization for the next steps in your operational success.

「CAPABILITIES ASSESSMENTS」

Leverage hundreds of industry-validated best practices to define the initiatives required to be the pacesetter. With over a decade of extensive benchmark analysis from our member community, including 80% of Fortune 100 technology firms, you'll set the standard for what great looks like.

「ADVISORY SPRINTS」

Accelerate your critical initiatives with a powerful combination of speaking, workshops, and advisory to craft a custom strategy and succeed in the next generation of technology and services.

「FEATURED STRATEGIC SERVICES TOPICS ASSESSMENTS」

- Customer Engagement Model Transformation
- B4B Leadership Alignment
- Profitable XaaS
- Customer Success at Scale
- LAER (Land, Adopt, Expand, Renew) Coverage Model
- Transforming Support Organizations
- Kickstarting Managed Services

Delivered as a virtual or on-site advisory. What's your preference?

Find out why TSIA Strategic Services is changing the way you achieve operational success.

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