

Get there faster.

ACCELERATE YOUR TRANSFORMATION

WHY ADVISORY SPRINTS

With TSIA Advisory Sprints, you will receive customized advisory that addresses your top operational and service business challenges. During this two-month journey, a TSIA executive will deliver a combination of speaking, workshops, and advisory tailored to your business in order to fast-track your transformation. This includes:

- Quickly identifying gaps and current adoption levels of company practices.
- Assessing current capabilities, defining business objectives, and prioritizing the initiatives to close any gaps.
- Applying TSIA's proprietary frameworks and datasets to overcome specific business challenges and accelerate transformation.
- Crafting a winning strategy to succeed in the next generation of adoption and consumption-centric technology services.

SAMPLE **ADVISORY SPRINT** TOPICS

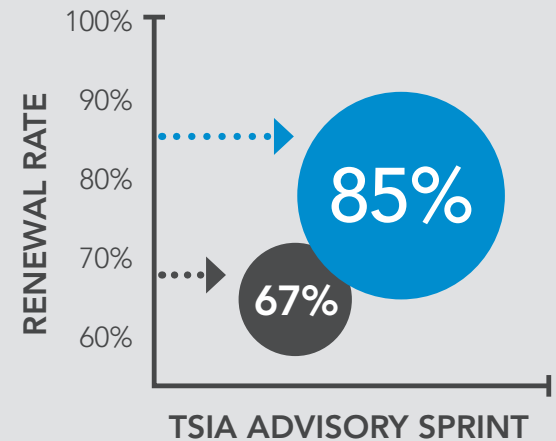
These are designed to address our members' top business challenges.

- B4B Leadership Alignment
- Profitable XaaS
- Customer Success Organizational Capabilities Assessment
- Adoption Framework
- Customer Engagement Model Transformation

TSIA Member Success Story

BACKGROUND While a \$500M Telecom Company was experiencing high product growth, they were not optimizing the renewal of maintenance and support contracts. The consequences? Low renewal rate was creating a \$56M revenue erosion problem, coupled with the lack of a structured process around implementing annual price increases.

OUTCOME This Telecom Company engaged TSIA Advisory Sprints to address the slump in renewals, as well as help implement annual price increases to achieve an incremental revenue lift. As a result, revenue erosion was reduced by 18 points and renewal rate jumped from 67% to 85%.



Advisory Sprint Snapshot

TOPIC: CUSTOMER ENGAGEMENT MODEL TRANSFORMATION							
		Warm Up	PREP CALL	LAND	ADOPT	EXPAND	RENEW
ADVISORY SPRINTS BREAKDOWN	Advisory	FRAMEWORKS		XaaS Compensation Models, Overlay Impact	XaaS Revenue Waterfall, LAER Adoption, Funding Customer Success, Journey Mapping	LAER, Expand Selling Channel	XaaS Revenue Waterfall, Critical KPIs for Measuring Renewal Health
		DATASETS		T&S Tech 50, TSIA Cloud 40 Benchmark Data	Customer Service Baseline Survey	Expand Selling Survey	Service Revenue Generation Benchmark, Emerging Offers Survey
		BENCHMARK					
		ASSESSMENTS					
		WORKSHOP		The Playbook for Profitable XaaS	Optimizing & Scaling Customer Success	Creating Expand Selling Programs	Applying Renewal Pacesetter Practices
		PLAN		Establish compensation model. Define "Rate of Change" for transitioning land sales. Align stakeholders on proposed compensation model.	Define roles for customer success. Design coverage model for adoption, success, metrics, & funding roles in LAER (Land, Adopt, Expand, Renew). Align leadership on new adoption models.	Identify expand selling roles. Review cost effective programs that drive account expansion. Identify selling programs to pursue next year.	Define best-in-class renewal. Identify required organizational structures. Verify stakeholder buy-in for target renew model.
	ALIGN						
	Finish	EVALUATE					
REPORT							
SERVICE BUSINESS OUTCOME							

Be the Next Success Story!