

PIEDMONT CONSULTANTS

Supporting Value-based Sales and Marketing



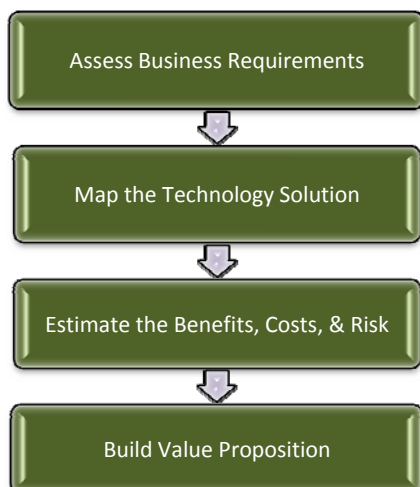
Introduction

Piedmont Consultants is a specialized technology marketing firm that helps technology companies implement a value-based approach to selling their products and services. This approach increases sales by enabling you to demonstrate the value of your solution in terms that make sense to CXO-level executives. This step is increasingly required to secure approval for technology funding.

Our consultants combined expertise in financial analysis, business strategy, industry verticals and information technology help create business value messaging for your products.

Show Customers the Value of Your Solution

We will help you and your customers understand the value that organizations can expect to receive from your products and services. We do this by looking at the process changes enabled by the new solution. Process changes lead to hard dollar benefits such as cost savings or revenue increases. The key is defining business value in terms of your customer specific objectives.



“Today, our customer placed a \$5,700,000 order for software.

Piedmont’s work on the cost-benefit analysis made that possible.”

Account Manager, Microsoft

“The Piedmont case studies do a great job articulating business value and are a great improvement over our older case studies.”

Product Manager, Microsoft

How We Can Help

- **Business Value Frameworks** – We clearly define the areas where your product can help customers achieve business value. Then we produce a set of equations to calculate the benefits and cost savings.
- **Customer Evidence Marketing Materials** – We produce case studies and whitepapers that document the results existing customers have achieved by deploying your solutions. We present these results as standard financial metrics, such as IRR and NPV, which are based on improvements to industry-standard KPIs.



Produce valuable quantitative metrics with Business Value Case Studies and Whitepapers



**PIEDMONT
CONSULTANTS**

PIEDMONT CONSULTANTS

Supporting Value-based Sales and Marketing



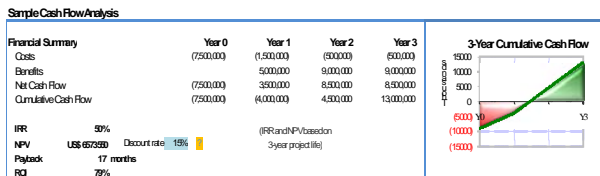
➤ **Product Discussion Guides** – We create guides that structure a sales conversation. They enable your sales team to deliver your marketing message, providing clear explanations of where value will be achieved and why the product or service will be successful. Examples include:

- ✓ Executive-level Sales Presentation
- ✓ Objection Handling Guide
- ✓ Industry Solution Targeting Guide
- ✓ Sales Conversation Framework

➤ **Sales Tools** - We design ROI calculators to help your sales teams generate financial estimates of the cost and value of a solution.



- Sample ROI Calculator Built in Excel for ease of use
- Use as a Discussion Guide with your Customers
- Inputs = Business Objectives
- Outputs = Cash Flow, Payback Period, NPV, IRR



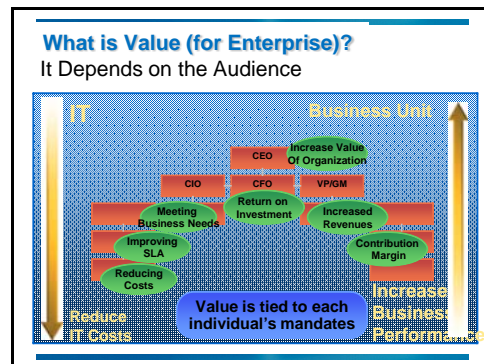
➤ **Business Case Development** – We generate a financial analysis of a solution or contract showing multiple scenarios or financing arrangements. Each scenario contains cash flows and financial metrics that can be used to compare projects and create budgets.

Cost Benefit Analysis

	Year 1	Year 2	Year 3
Cost Reductions/Cost Avoidance			
Reduced License Fees	375,000	750,000	750,000
Reduced Cost for Building Custom Business Unit Applications	203,750	407,500	407,500
Reduced Network Storage Costs	25,501	\$1,181	\$1,181
E-Discovery: Reduced SOX Auditor Fees	63,450	126,900	126,900
Total Cost Reductions/Avoidance Benefits	667,701	1,335,581	1,335,581
Productivity Gains			
Improved Project Management Productivity	67,880	135,720	135,720
Improved Document Management	26,250	52,500	52,500
Improved Publication of Content and Finding Information (Intranet)	68,125	136,250	136,250
Other Productivity Improvements	15,300	30,600	30,600
Total Potential Productivity Benefits	177,555	355,070	355,070
Total Estimated Benefits	845,256	1,690,651	1,690,651
Estimated Costs			
License Costs	525,478	525,478	525,478
Hardware Costs	200,000	40,000	40,000
Resource/Deployment Costs	218,400	182,000	145,600
Total Estimated Costs	943,878	747,478	711,078
Financial Measurements	NPV	IRR	
Financial Estimate: Cost Reductions/Avoidance Only	\$452,792	52%	
Financial Estimate: All Benefits	\$1,023,421	81%	

Sample Business Case for Software Buying Decision

➤ **Training** – We lead sessions on how to best utilize business value evidence.



Sample Training Slides for Sales and Marketing

Piedmont helps assess the business value of technology investments by combining expertise in IT, business strategy, and financial analysis. For more information about Piedmont Consultants products and services, e-mail patrick.sloan@piedcon.com or visit the Web site at: www.piedmontconsultants.com

©2009, Piedmont Consultants LLC All rights reserved.

