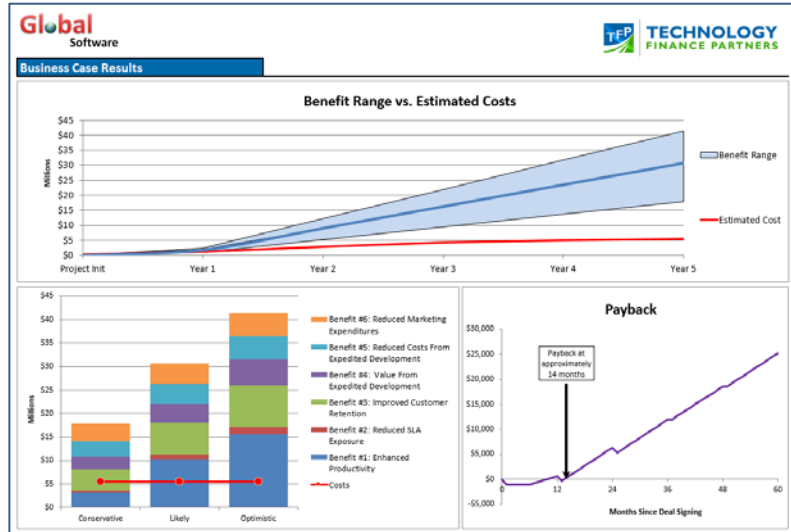


## FIELD-LEVEL ROI SUPPORT—A SHORT INTRODUCTION

### WHAT IS IT?

Field-level ROI support is the use of third-party specialists to produce opportunity-specific business cases to support key sales opportunities. In the current sales environment, customers expect and require technology vendors to produce credible financial justification before signing a PO. You might think of third-party field-level support as outsourced financial sales engineers who have the specific skills and experience to **improve your close rates, grow deals, and expedite your sales processes.**



### WHY USE THIRD PARTY FIELD-LEVEL SUPPORT PERSONNEL?

There are many reasons to hire third-party field-level ROI support personnel. Here are some:

#### Work Quality

With intense focus and experience demonstrating ROI, they are most likely to work **efficiently** and to **achieve favorable results**.

#### Credibility

Third-party ROI resources can introduce themselves to prospects as **neutral third-party** service providers without a direct financial interest.

#### Extensibility

With access to third-party ROI experts, vendors may **scale up** their ROI capabilities quickly or **reduce capacity** as needed.

#### Customer Insight

Third-party experience from **previous engagements with the same customer** may lead to better outcomes.

**Improving the way technology is valued, priced and sold**

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WHO USES OUTSOURCED FIELD-LEVEL ROI RESOURCES?

Third-party field-level ROI support is used by a [variety of leading technology firms](#), including some of the largest enterprise software companies delivering on-premises, hybrid or cloud solutions using subscription or perpetual licensing models. These companies use outsourced field-level support either as standalone financial engineers leading ROI engagements, or as financial specialists operating in the background while supporting in-house business consultants who are the face of ROI support on a particular deal.

WHAT RESULTS DO CLIENTS EXPERIENCE?

**TFP's record is higher close rates, larger deals, and expedited sales cycles.**

Over the past five years, nearly 54% of all concluded deals on which TFP has provided field-level ROI support have resulted in a purchase order. This compares favorably to win rates experienced by clients

Financial Metrics							
Net Present Value (NPV) at 10%	\$18,204,555	Likely					<<< Adjust here for benefit scenarios
Return on Investment	466%						
Approximate Payback (after deal signing)	14 months	Extended Payments					<<< Adjust here for payment scenarios
Benefits	Year 1	Year 2	Year 3	Year 4	Year 5	Total	
Benefit #1: Enhanced Productivity	\$603,281	\$2,413,125	\$2,413,125	\$2,413,125	\$2,413,125	\$10,255,781	
Benefit #2: Reduced SLA Exposure	\$60,000	\$240,000	\$240,000	\$240,000	\$240,000	\$1,020,000	
Benefit #3: Improved Customer Retention	\$395,625	\$1,582,500	\$1,582,500	\$1,582,500	\$1,582,500	\$6,725,625	
Benefit #4: Value From Expedited Development	\$240,000	\$960,000	\$960,000	\$960,000	\$960,000	\$4,080,000	
Benefit #5: Reduced Costs From Expedited Development	\$245,000	\$980,000	\$980,000	\$980,000	\$980,000	\$4,165,000	
Benefit #6: Reduced Marketing Expenditures	\$256,184	\$1,024,737	\$1,024,737	\$1,024,737	\$1,024,737	\$4,355,333	
<b>Total Benefits</b>	<b>\$1,800,091</b>	<b>\$7,200,362</b>	<b>\$7,200,362</b>	<b>\$7,200,362</b>	<b>\$7,200,362</b>	<b>\$30,601,539</b>	
Estimated Costs	Project Init.	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Financed Software + 1st Yr Maint.	\$0	\$1,016,667	\$1,016,667	\$1,016,667	\$0	\$0	\$3,050,000
Maintenance	\$0	\$0	\$550,000	\$550,000	\$550,000	\$550,000	\$2,200,000
Infrastructure Costs	\$20,000	\$0	\$0	\$0	\$0	\$0	\$20,000
Professional Services	\$90,000	\$0	\$0	\$0	\$0	\$0	\$90,000
Other costs	\$50,000	\$0	\$0	\$0	\$0	\$0	\$50,000
<b>Total Estimated Investment</b>	<b>\$160,000</b>	<b>\$1,016,667</b>	<b>\$1,566,667</b>	<b>\$1,566,667</b>	<b>\$550,000</b>	<b>\$550,000</b>	<b>\$5,410,000</b>
Net Benefit	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Total
<b>Net Benefit</b>	<b>\$160,000</b>	<b>\$783,424</b>	<b>\$5,633,696</b>	<b>\$5,633,696</b>	<b>\$6,650,362</b>	<b>\$6,650,362</b>	<b>\$25,191,539</b>
<b>Cumulative Net Benefit</b>	<b>\$160,000</b>	<b>\$623,424</b>	<b>\$6,257,119</b>	<b>\$11,890,815</b>	<b>\$18,541,177</b>	<b>\$25,191,539</b>	

when TFP has not been engaged (usually 20% - 30% higher than base case). The average first-year value across those deals has been \$1.95M, which also compares favorably to our clients' control cases.

Our clients have also told us anecdotally that sales cycles are expedited when they engage TFP—by delivering a professional ROI deliverable early in an engagement, our clients often find that they speed through procurement, executive and other approvers faster than otherwise.

WHAT DO CLIENTS SAY?

“TFP was a valued part of my sales team. Whether we needed to do a **return on investment analysis to justify an investment or structure a deal to overcome budgetary hurdles**, we had one group to turn to. Their work is of the highest caliber and they were instrumental in helping me achieve my objectives and goals every year.”

—Eric Entzeroth, SVP, Americas Sales & Field Operations, Genesys

“Our first engagement with TFP helped us land a **multi-million-dollar win!** We had no idea how plug-and-play they were until we pulled them in to provide business case support to one of our top prospects. Their process was fast, professionally executed and delivered its own convincing ROI.”

—Scott Rosecrans, Director of North America Sales, Enterprise, FinancialForce

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