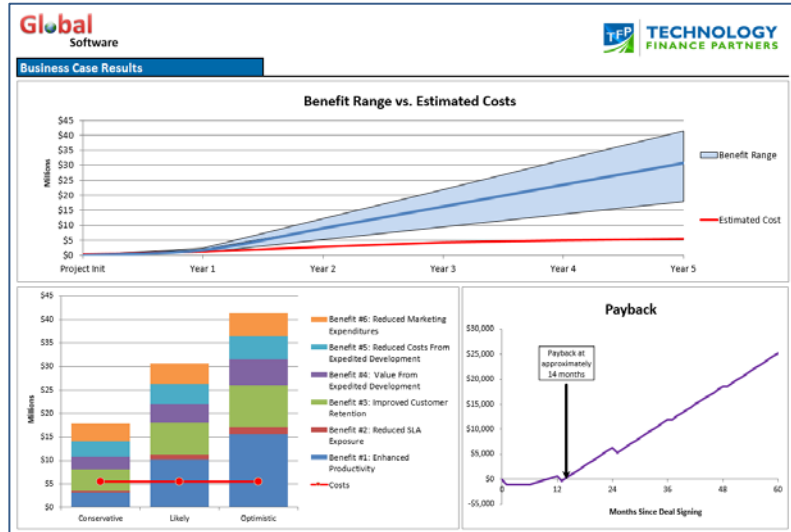


FIELD-LEVEL ROI SUPPORT—A SHORT INTRODUCTION

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:

<p>Work Quality</p> <p>With intense focus and experience demonstrating ROI, they are most likely to work efficiently and to achieve favorable results.</p>	<p>Credibility</p> <p>Third-party ROI resources can introduce themselves to prospects as neutral third-party service providers without a direct financial interest.</p>
<p>Extensibility</p> <p>With access to third-party ROI experts, vendors may scale up their ROI capabilities quickly or reduce capacity as needed.</p>	<p>Customer Insight</p> <p>Third-party experience from previous engagements with the same customer may lead to better outcomes.</p>

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		Likely		<<< Adjust here for benefit scenarios	
Net Present Value (NPV) at 10%	\$18,204,555				
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
Total Benefits	\$1,800,091	\$7,200,362	\$7,200,362	\$7,200,362	\$7,200,362	\$30,601,539

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
Total Estimated Investment	\$160,000	\$1,016,667	\$1,566,667	\$1,566,667	\$550,000	\$550,000	\$5,410,000

Net Benefit	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Net Benefit	\$160,000	\$783,424	\$5,633,696	\$5,633,696	\$6,650,362	\$6,650,362	\$25,191,539
Cumulative Net Benefit	\$160,000	\$623,424	\$6,257,119	\$11,890,815	\$18,541,177	\$25,191,539	

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

Improving the way technology is valued, priced and sold

■ E-mail: info@technologyfinancepartners.com ■ Web: <http://technologyfinancepartners.com> ■ Office: 805.845.8813 ■

Copyright © 2020 Technology Finance Partners. All rights reserved.