

**Overcome Financial Hurdles to Double Revenue**

*TFP's financial business case converted financial "gate-keepers" into deal champions working to accelerate the close!*

**CUSTOMER CHALLENGE**

The customer's enterprise license agreement (ELA) with the vendor was coming to an end. The customer's acquisition activity increased their global data management needs, warranting a restructuring and expansion of their vendor license base. Transaction approval required a payback of two years or less. Technology Financial Solutions (TFP) was engaged to develop the financial business case and to collaborate with sales and the customer throughout the sales process.

**TFP SOLUTION**

The vendor sales team pulled together an exhaustive amount of data, including historic spend and future global needs. TFP used the data to build a financial analysis that clearly highlighted: 1) the operational savings related to increased use of the vendor's data management software, 2) the deal structure savings of the ELA and 3) the value of the maintenance restructuring associated with the ELA. The final summary included the payback and NPV metrics to clearly articulate these values in today's dollars.

**RESULTS**

The TFP analysis enabled the sales team to communicate the value of the offer and to move the transaction up the IT ladder to the financial decision-maker. The analysis accelerated the financial review and resulted in Finance, rather than IT, pushing the deal through. Compared to the business as usual projections, year one revenue was doubled.

**WHO IS TFP?**

Technology Finance Partners "TFP" addresses the growing need for large to mid-size technology companies to value, price and sell their solution in ways that resonate with financial and business decision makers. TFP's financial sales engineers quantify the value of vendor's technology, justify the cost and provide flexible acquisition options. TFP areas of expertise include value-based selling (business case analysis, ROI and

**In the Sales Rep's Own Words:**

TFP's analysis supporting this transaction exemplified TFP's Five Step Financial Selling process – needs assessment, business case, deal structure, acquisition options and presentation to the financial buyer.



The sales team did an excellent job pulling together the necessary data, collaborating with TFP to turn this information into a compelling business case and deal structure that resonated with the customer's financial decision-maker. Although extended payments were contemplated, the deal ultimately closed net-30. TFP's easy-to-understand financial presentation withstood rigorous scrutiny by the financial buyer, accelerating the close.

*"TFP played an invaluable role in creating a business case that met all the financial criteria for approval. The financial keys to the sale were the business case, the pricing strategy and deal scenarios. In addition to the business case, payment terms were integrated into the analysis to make the enterprise investment more attractive from a payback and ROI perspective."*

*"This deal had a long sales cycle that involved taking the enterprise deal all the way to the CIO and then on to Finance for review. The TFP analysis converted Finance into a champion of the project, actually pressuring IT to do the deal because it was in alignment with Finance's cost reduction initiatives."*

*"The TFP analysis was the cornerstone for the deal!"*

**-Sales Manager, Northeast Region, US**

TCO modeling), world-class customer finance programs and rational pricing frameworks.

As this case study describes, it is the teamwork and collaboration of TFP, the vendor and the end-user which ultimately leads to more closed deals, increased deal sizes and fewer objections related to pricing!