

A Big Win in the SLED Market!

TFP's financial business case provided the cost justification for what became the first SIP-based solution in the state!

CUSTOMER CHALLENGE

A midwestern state's central IT Help Desk was operating on an aged multi-vendor technology platform that placed a heavy reliance on agent manual labor. The state had spent three years attempting to justify the cost of a single contact center solution that would provide a common platform across the four help desks, significantly reduce or eliminate the need for manual work and improve declining service levels to its 75,000+ users.

TFP SOLUTION

Along with a strong technical argument for the vendor's software solution, the account rep felt a solid business case analysis (BCA) from Technology Finance Partners (TFP) would best communicate the economic value of the proposed solution. TFP was engaged early and introduced as part of the sales team. In the end, the TFP BCA not only justified the cost of the solution to the financial buyers, but the accompanying value slides were instrumental in communicating how the proposed solution translated into dollars and cents savings across numerous agencies.

RESULTS

TFP's analysis showed various areas of labor and telephony savings, increased capacity and improved occupancy. This message was carried throughout the state and helped earn approval for an \$800K award. This was the first SIP-based solution in the state and provided the vendor with broad increased visibility. Through the solution's cost-savings, efficiency gains and improved customer service levels, the TFP BCA showed how a small investment in the vendor's software could offer great returns. "The deal was the sales rep's highest margin deal to date!"

WHO IS TFP?

Technology Finance Partners "TFP" addresses the growing need for 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 TCO modeling), world-

In the Sales Rep's Own Words:

By involving the customer in the creation of the investment analysis, the customer became a strong proponent of the vendor solution and could defend the purchase through the state's required approval process. The sales rep credited TFP with converting a neutral sponsor into a strong proponent.



"The Central IT Helpdesk Improvement Project had been in the works for three years. The effort to create a single solution that would satisfy all stakeholders was tremendous. The business case document was instrumental in getting this deal across the finish line. It helped senior management understand the project was cost effective and timely."

"The development of the business case created multiple opportunities to establish relationships with new departments throughout the state. The collaborative process of developing a business case really kept the customer engaged. The TFP BCA was the vehicle that allowed us to get to know the state's organization at a deeper and broader level than ever before."

According to the account rep, this improvement project "positions the top IT and telecom officials of the state as forward-minded thinkers who are strong advocates of positive change within government. It was a big deal to approve this type of project so late in an election year. This implementation will create a legacy for many years to come."

"Without TFP's work, we'd still be sitting on a quote and a prayer!"

Sr. Account Executive, Government, Central Region

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!