

Accelerated the Deal!

TFP's payment plan accelerated license revenue into Q1 and avoided a piecemeal sale that would have extended over the next few years.

CUSTOMER CHALLENGE

A large cosmetics company in France needed to enable scientists from the various R&D groups to analyze experimental data by themselves, as opposed to generating files to be converted by experts. Gains in efficiencies in the research process were expected. Technology Finance Partners ("TFP") provided the extended payment terms that addressed the lack of a large, consolidated budget and avoided a piecemeal approach to this deal.

TFP SOLUTION

TFP was involved almost from the beginning. In order for the customer to migrate to the vendor's software, TFP constructed a payment schedule with three annual installments with the first payment deferred until the next calendar year. This simple payment configuration overcame budget issues while allowing the customer to begin implementation immediately, accelerating the associated benefit from the vendor's software. TFP was able to provide a structure compliant with the customer's internal requirements, which facilitated the approval.

RESULTS

By leveraging TFP, the sales rep was able to avoid a piecemeal approach to this deal. Through TFP's ability to structure the deal in a way that matched the customer's budgetary needs and mapped to their technological requirements, the vendor was able to close the \$766,000 deal in Q1 and averted the high probability of the opportunity turning into many small and delayed transactions over the next few years.

In the Sales Rep's Own Words:

The customer was accustomed to making annual payments under the vendor's old license model. In



order to allow the customer to continue making annual payments, the sales rep contacted TFP, knowing they could produce multi-year payment terms quickly and in alignment with the customer's internal requirements. A win-win: upfront revenue for the vendor with multi-year payment terms for the customer. Here are some of the highlights that the sales rep shared about partnering with TFP:

"We could have not closed the deal without the payment terms. It's not only the simplicity of the documentation and the process, but I also found a high level of responsiveness and a real sense of business at Technology Finance Partners. In my opinion, that comes from the professionalism of the TFP team members."

-Sales Manager, Southern Europe

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

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!