

Increased the deal size and future maintenance!

"The TFP solution helped increase the size of the deal by over 300%!"

CUSTOMER CHALLENGE

One of TFP's key clients had an install base customer that was up for renewal of an Enterprise License Agreement (ELA) signed in 2008. Budget constraints and a lack of buy-in from the business units were delaying the close. The customer was also concerned about shelf-ware since it would take time to realign some key internal resources and to fully implement the software. Timing was also delayed because a newly-installed CFO had to review the final structure, pushing the purchase into 2011.

TFP SOLUTION

The TFP team provided extended payment terms for this same customer on the original license agreement in 2008 and proactively contacted the new sales rep when the new opportunity showed up on the forecast in 2010. TFP provided details on the first transaction which made it easier when the customer requested the same type of payment structure during the negotiations. The ability to spread the cost over three budget years allowed them to consider and ultimately sign for the larger deal.

RESULTS

Although the transaction ultimately slipped from the last week of 2010 to the first week of 2011, the end result was a significant \$1.5M transaction. The rep was also able to negotiate a higher maintenance rate on the new ELA, increasing the maintenance stream in future years. According to the rep, **"Without the payment terms, our customer would have only been able to buy \$450K."** **The TFP solution helped increase the size of the deal by over 300%!**

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,

In the Sales Rep's Own Words:

Technology Finance Partners proactively engaged a new sales rep in an ELA renewal.



TFP had financed the original ELA and reminded the rep to offer payment terms to the customer proactively. Not only did extended payment terms accelerate the deal, (streamlining the process with pre-negotiated finance documents and overcoming the customer's budget concerns), the extended payments allowed the customer to purchase the largest ELA option—increasing the vendor's revenue by over 300%!

"What a great experience working with the Technology Finance Partners' team. I appreciated their "heads up" on past negotiations and their same day turn-around on every request."

"Without the payment terms, our customer would have only been able to buy \$450K, but instead they were able to more than triple the order size to a \$1.5M ELA."

-(New) Global Account Manager

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!