

Accelerated the deal!

"TFP's creative deal structure overcame customer's budget issues to accelerate a \$1.8M win!"

CUSTOMER CHALLENGE

The US-based subsidiary of one of the largest private global audit and tax advisory firms had an immediate need to consolidate and streamline their desktop management. The challenge was not affordability or cash flow, but rather how to create a solution that would minimize impact on their current year budgets and, based on their internal accounting, on their P&L.

TFP SOLUTION

TFP worked in tandem with the account team and the customer directly to qualify, understand and define the customer's exact budget process and constraints. The resulting solution mapped a customized payment schedule to the customer's operating and capital budget requirements. In addition, due to the nature of the customer's business, a standard Payment Plan Agreement (PPA) posed several significant contract challenges, specifically around assign-ability and termination language. Although assignment and termination rights are standard in many "leasing" or "financing" arrangements, this language could potentially put the customer in a compromised position with their client base. Through use of a specialized funding partner with expertise in software financing, TFP was able to customize the PPA language to the satisfaction of the customer's legal team within a 24 hour time period.

RESULTS

Acceleration of a \$1.8M software solution by overcoming budget hurdles. TFP created a deal structure which embedded the cost of the financing into the end-user price (all seamless to the customer) for a unified, organized and concise sales effort.

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:

The rep on this deal, a Sales Director in the US Northeast region, engaged TFP in the early stages of the enterprise license negotiations with



the customer to understand the customer's financial concerns. TFP also worked with the vendor's deal desk team to ensure discount margins were managed and maintained to the vendor's guidelines.

"The customer had their own financing vehicles and questioned the value TFP could bring. However, when the customer reviewed TFP's deal structure and simple payment plan early in the negotiation process, the reaction was immediately positive. In fact, the customer was so pleased with the flexibility of the language and abbreviated contract, they did not ask for additional discounts and the negotiations focused on the payment schedule."

"When the customer viewed the terms of the one page Payment Plan Agreement, TFP was able to successfully (within 24 hours) negotiate all requested changes. This was critical to moving the deal to closure. This ELA would not have happened without a payment plan, and would have been much harder to sell if there was a perceived cost associated with the payment plan."

"I have truly embraced the value that comes from leveraging TFP at the beginning of the process and have closed deals earlier and easier with TFP involvement."

-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!