

# Customerium

*The Architecture of Enduring Customer Relationships*

## **From Income Streams... to SaaS River of Profitability**

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# The SaaS Tsunami

**Bringing Fundamental Change to:**

- **The Software Manufacturing Organization**
- **The Profits-Realization Strategy**
- **The Game Plan for Success**



# The SaaS Tsunami

*Changing the Organization*

## Inside

- Sales
- Implementation
- Support

## Outside

- Increasing Competition
- Reduced Licensing



# The SaaS Tsunami

*Changing the Organization*

## Effects

- **Reduced Customer Intimacy**
- **Increased Retention Risk**



# The SaaS Tsunami

*Changing the Monetization*

## Inside

- **Compensating Sales**
- **Hunters & Farmers**

## Outside

- **A New Product**



# The SaaS Tsunami

*Changing the Monetization*

## Effects

- **Tension and Conflict**
- **The Challenge of Recoding Company DNA**



# The SaaS Tsunami

*Changing the Game Plan for  
Success*

**Beyond 'The Land-Grab'**

• **Sources of the Fixation**



# The SaaS Tsunami

## *Open Issues*

## The Importance of Customer Retention?

- Assumptions
- Responsibility
- Measurement



# From Income Streams to SaaS River of Profitability

## Revenue Enhancement

- Drivers
- Approaches
- Options



# **From Income Streams to SaaS River of Profitability**

*Options*

## **License Subscription Fees**

- **Per-Seat**
- **Contracted Monthly Recurring Revenue**



# From Income Streams to SaaS River of Profitability

*Options*

## Enhanced Usage Billing

- **Extended Feature Sets**
- **Metered Access**
- **Bandwidth Used**
- **Time of Day**
- **Storage, etc.**



# From Income Streams to SaaS River of Profitability

*Options*

**Implementation & Integration**

- **Current Thinking & Practice**



# From Income Streams to SaaS River of Profitability

*Options*

**Professional Services / Customization**

- **Current Thinking & Practice**



# From Income Streams to SaaS River of Profitability

*Options*

## Training

- “How Do I ...?” Instruction
- How Can I Be More Productive & Profitable?



# From Income Streams to SaaS River of Profitability

*Options*

## Support

- **Named Rep**
- **Monitoring & Notifications**



# From Income Streams to SaaS River of Profitability

*Options*

**Metadata Sales**

- **Assumptions**

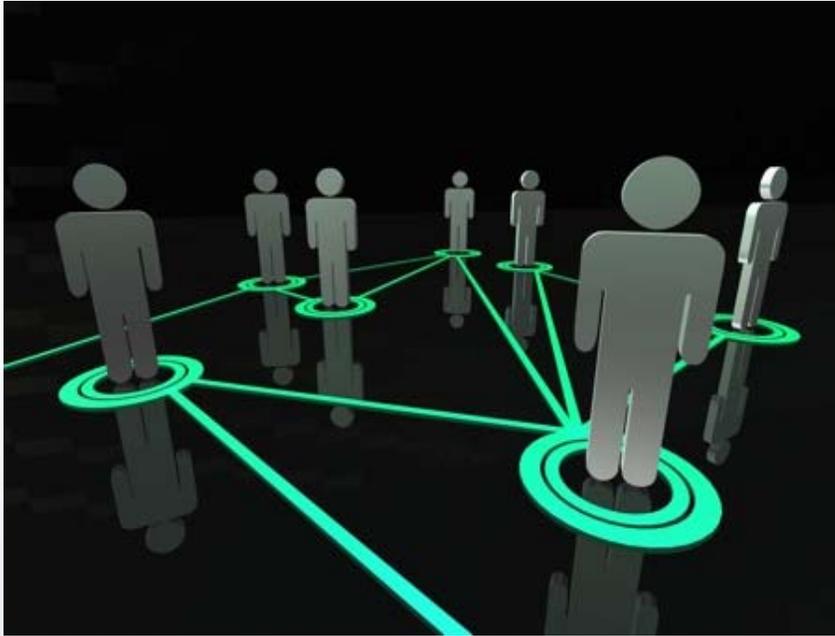


# From Income Streams to SaaS River of Profitability

*Options*

## Outsourcing

- **Our Staff Will Do It For You**



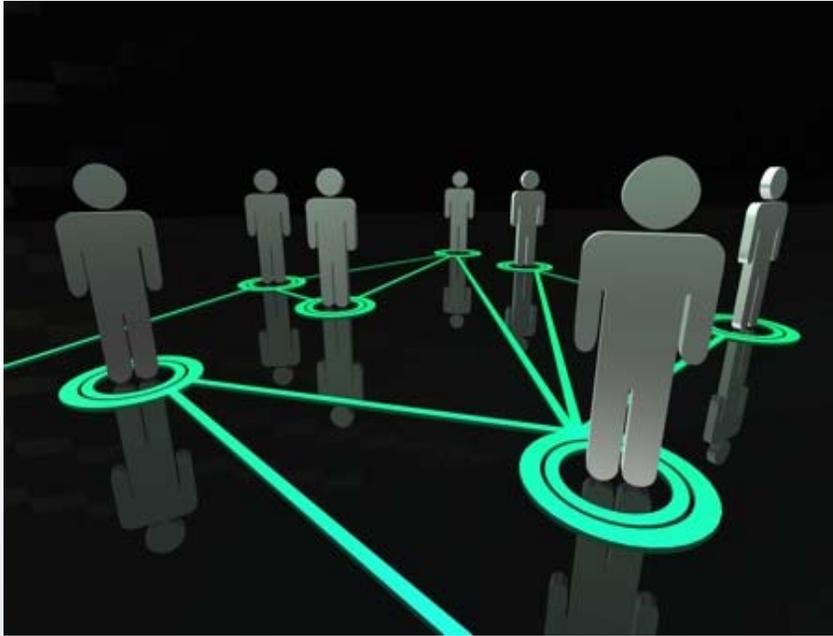
**From Income Streams  
to SaaS**

**River of Profitability**

*People & Technology*

## **People**

- **The Right DNA**
- **The Right Structure**
- **Shift From Reactive to Proactive**



# **From Income Streams to SaaS River of Profitability**

*People & Technology*

## **Technology Resources**

- **Tools**
- **Usage Tracking**
- **Billing**
- **Relationship Management**