



Case Study

Identifying Brand Value & Expanding Market Presence

Company profile at time of engagement:

- Multi-national publicly-traded document management software developer
- Bulk of revenues came from fax server and legacy host-access software

Scenario

The Company, a North American business unit of an established publicly-traded French software company, was facing maturing markets and waning interest in its fax server and legacy host-access software. To respond, the Company introduced a promising new output-management product offering many potential enterprise applications.

However, initial promotional efforts had failed to attract adequate attention, further threatening the company's growth.

The Engagement

3SIX0 Advisors was called upon to help reposition the Company and develop an aggressive take-to-market strategy. The process included gathering detailed data, feedback, and observations from all sources that affected the Company including the highly visible SAP ERP market with its well-known output-management challenges.

Our process exposed the existing targeted IT groups as being barriers to adoption. Perceiving risk, customers and prospects were unwilling to integrate third-party software into their business-critical SAP systems. The Company's sales messaging could not overcome these barriers or adequately justify broader adoption.

Deliverables

Positioned the Company for a higher-level value proposition and point of entry into target customers:

- Uncovered a compelling value proposition and powerful metrics that lent themselves to a CFO executive level sale
- Identified several new complementary SAP-ecosystem partnering opportunities
- Recommended a strategy to reposition the Company by moving up market as an enterprise software supplier
- Facilitated the creation of new strategic partnerships to target higher level sales

The successful implementation of the 3SIX0 Advisors strategy resulted in the product line becoming the highest profit contribution and fastest growing product line in the Company.



Company name and references available upon request.

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| Initial Investment in 3SIX0 Advisors: | \$126,415 |
| Number of SAP accounts at time of engagement: | 20 |
| US Growth in Number of SAP accounts: | 125 |
| Average sales/service price at time of engagement: | \$10,000 |
| Average sales/service price after repositioning: | \$50,000 |
| Gross margin (GM) gain = (125 accounts x \$50K x 60% GM) - (20 accounts x \$10K x 35% GM): | 43,680,000 |
| Timeframe: | 3 years |

Return on gross margin gain - \$3,680,000/\$126,414 = 29.11 X