

# PETER ALLEN & PARTNERS

A unique source of expertise in all aspects of the "As A Service" economy. We are accomplished practitioners in the art of designing and implementing technology-enabled service models, with emphasis on the commercial/sales/operating aspects for scaled adoption.



## Value Proposition for Services Providers

### **The Problem Statement:**

Enterprise buyers of outsourcing are shifting their expectations towards subscription-oriented "As A Service" modes of contracting and operations. Traditional techniques for positioning, selling, and delivering outsourced services are not aligned with these expectations.

### **The Impact We Make:**

Our Services Provider Clients develop confidence in the positioning of their offerings, the competitiveness of their operating terms, the readiness of their sales teams, and the profitable delivery of scaleable "As A Service" operations.

## Services

### Strategic Intent

### Situational Questions

### Outcomes We Achieve

#### Opportunity Validation

Does our existing book of business lend itself to "As A Service" delivery?  
 What competitive threats do we face?  
 What's the value proposition to our existing customers for shifting to an "As A Service" model of contracting?  
 What components do we have, and need, for constructing a compelling service proposition?  
 How do we define the market for our offerings?

Service & Account Segmentation  
 Competitive Positioning Assessment  
 Services Priorities  
 "As A Service" Implementation Roadmap

#### Service Foundation

How will we provide compelling evidence of our commitment to "As A Service" operating principles?  
 What commercial terms and pricing models must we adopt?  
 What are the change and communications implications - internally and externally?  
 What structural elements should we adopt to implement this strategy, including talent?

Services Life-Cycle Management Plan  
 "As A Service" Portfolio & Service Catalog  
 Commercial Terms & Pricing  
 Account Migration Approach  
 Market Messaging and Influencer Strategy

#### Service Enablement

How do we qualify new opportunities against our strategy?  
 What's the best way to convert existing Clients to "As A Service" offerings?  
 What changes are required to our Marketing and Sales resources and programs?  
 What's the best way to introduce/test/refine our propositions?  
 What are the implications to our financial processes and profile - sales forecasting, revenue recognition, capacity alignment, capital allocation?

Account Conversion  
 Lighthouse Client Program  
 Alliance/Partner Strategy  
 Demand Generation Program Design & Implementation  
 Sales Program Design & Implementation  
 Financial Management Plan  
 Sales Pursuit Support

#### Sales & Service Excellence

How do we scale our "As A Service" offerings most effectively and efficiently?  
 What approach do we take to optimizing our service delivery resources to drive profitability and reduce operating risks?  
 What techniques should we employ to mitigate new classes of operating risks?

Account Expansion Planning  
 Demand Generation Program Execution  
 Sales Training  
 Operating Reviews  
 Profit Improvement Plans / Economic Game Planning  
 Sales Operations