

ROI CASE STUDY · RAPID ROI IN THE POS MARKET

InfoGenesis closed a multi-million-dollar sale by escaping the spreadsheet trap.

The REAL ROI process, framework, and technology — CFO-certifiable and GAAP-conformant.

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\$5M

CONTRACTS WON

Won on value

BEAT A LOWER-PRICED
COMPETITOR

**Every
proposal**

NOW INCLUDES AN ROI
CASE

REAL ROI Process Delivers Results

No longer able to rely on their existing ROI spreadsheets, InfoGenesis — a point-of-sale (POS) solution provider — turned to Anthony Sarno for a scalable, credible, and manageable ROI solution. By leveraging the REAL ROI process, framework, and technology, InfoGenesis differentiated itself and positively influenced a major sale opportunity.

Corporate Overview

A leading provider of hospitality information technology, InfoGenesis develops POS solutions for the hospitality and foodservice industries — spanning software, hardware, installation, training, consulting, and an award-winning customer-support team.

The Business Issue

InfoGenesis was the preferred vendor for a major casino-resort operator with multiple U.S. locations. But the casino was hesitant to sign, having not seen the value over the lower-cost alternative of simply upgrading its existing system. Like many vendors, InfoGenesis ran ROI on spreadsheets — adequate for occasional use with small customers, but insufficient for large customers with multiple stakeholders and little patience for complicated, hard-to-reconcile spreadsheets.

"There are so many selling situations that make it difficult to express a business case in spreadsheets. For example, the business-as-usual scenario may represent staying with their existing vendor, or upgrading."

"We start with a ROI discovery process, then, based on the learned value drivers, create a business case for each scenario. To make it more complex, we needed to reflect traditional sales as well as hosted solutions. We needed a single solution to create business cases for any solution and business model — and reproduce them consistently."

Brent Christensen — Director of Product Line Strategy, InfoGenesis

The REAL ROI Solution

STEP 1

ROI Internet Workshop

Working with InfoGenesis' subject-matter experts, ROI models were built covering all vertical markets and deployment options.

STEP 2

On-Site Workshop

Following the initial web-conference workshop, account managers were trained on-site to facilitate the business-case process with prospects.

STEP 3

Software

Leveraging the REAL ROI Framework™, InfoGenesis generated business cases for any solution from a single application.

Today, when preparing a proposal, the InfoGenesis sales team walks customers through a simple process to gather the assumptions needed for a credible, reconcilable business case — so every proposal includes a ROI analysis.

Financial Benefits

Differentiate from Competitors

InfoGenesis built a business case on a clear process with real customer assumptions. The ROI reports were critical in differentiating InfoGenesis and creating consensus around the value of its solution.

THE RESULT

Won \$5 million in contracts against a "lesser-priced" competitor.

Value — not price — became the basis of the decision. Every proposal now carries a reconcilable ROI business case, produced for any solution or business model from one application.

Additional Benefits

InfoGenesis' implementation team was handed a copy of the business case, so deployment emphasized the highest-value functionality it outlined. By then proving that value with targeted reports matched to the business-case metrics, InfoGenesis secured a long-term customer relationship — with cross-sell opportunity.

The REAL ROI. REAL ROI quantifies and measures the value of solutions throughout marketing, sales, and customer retention (ROI Success Story™). REAL Value Modeling applies REAL ROI — taught at the University of Wisconsin — and Problem Pyramids, as described in Robin Goldsmith's *Discovering Real Business Requirements for Software Project Success*, to create measurable business cases that are CFO-certifiable and conform to Generally Accepted Accounting Principles.

Model every factor. For select companies, we model all factors affected by the software — projecting ROI, payback, and net value. To discuss a custom analysis, contact Anthony Sarno.

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