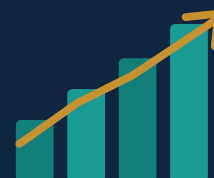


ROI CASE STUDY · EARNED VALUE REPORT CARD

Inforonics improved sales effectiveness — and had the numbers to prove it.

Rapid ROI in the managed services market: a 90-day earned-value report card on value-based selling.



✓ Documented · 90-day retrospection

\$489,000

PROJECTED VALUE · 3
YEARS

90 days

TIME TO MEASURED
RESULT

\$213,000

FIRST-YEAR CONTRACT
VALUE

Overview

In ninety days, **Inforonics** — a Managed Services Provider — recovered sales that had been lost to “no decision” or to in-house alternatives, by aligning its team around the value of its offerings and adopting value-based selling into account strategy.

Headquartered in Littleton, Massachusetts, Inforonics maintains, supports and enhances existing custom-developed software systems under a specified service level agreement for a fixed monthly fee. It has been recognised by *Inc.* as one of the fastest-growing privately held companies in the U.S., and by Deloitte & Touche as one of the fastest-growing technology companies.

Business Issue

Inforonics' managed services offered strong value, but feature-function-benefit selling failed to convey the comprehensive ROI those services generated for customers.

*“There are many nuances of a managed service business case that make it difficult to express in spreadsheets. We start with a consulting engagement, then offer a variety of managed services. **We needed a single solution that could create business cases for any solution and business model.**”*

— Mike Medaglia, VP of Sales and Alliances, Inforonics

ROI Value Sales Solution

ROI Workshop

Working with Inforonics' subject matter experts, the ROI models quantifying the value of its managed application services were completed in a matter of days.

One application for every business case

By applying the ROI Framework™, Inforonics generates business cases for any solution from a single application. Preparing a proposal now means walking the customer through a simple process to gather their assumptions, so that **every proposal carries a CFO-certifiable ROI analysis.**

Benefits

Overcoming the cost objection — the cost of doing nothing

In one account the sales team was told the project could only proceed if a three-month payback could be proven. The team demonstrated the accelerated payback of their services, and showed how Inforonics would deliver the

additional functionality the prospect's application needed to reach market faster — realising additional revenue.

- ▶ **\$57,000** consulting engagement
- ▶ **\$48,000 per year** application maintenance
- ▶ **\$60,000 per year** hosting

Reaching the financial buyer

As often happens in large organisations, the true financial buyer was shielded from the sales team. Inforonics' account team worked with a senior manager to craft a business case that credibly quantified the value of the engagement. Beyond a lower total cost of ownership, service quality and 24/7 help desk support settled the familiar in-house-versus-outsource debate.

- ▶ **\$48,000 per year** managed service contract

EARNED & PROJECTED VALUE REPORT CARD

\$489,000 projected value · three years

EARNED IN THE FIRST 90 DAYS	VALUE
Consulting engagement (one-time)	\$57,000
Application maintenance (annual)	\$48,000
Hosting (annual)	\$60,000
Managed service contract (annual)	\$48,000
Three-year projected value	\$489,000

The method. A full ROI retrospection was performed to quantify the results and isolate the effect of putting a governed business-case application into the sales process — not a projection, a matched actual.

Want this for your own numbers?

ValueLogics builds documented, CFO-certifiable value cases — baseline, projection, and a matched actual. as@valuelogics.ai · 728-230-5573

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