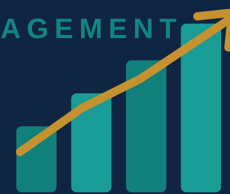
ValueLogics.ai

THE ROI AGENT COMPANY

Sarnosites

CASE STUDY · INSURANCE · SOFTWARE PORTFOLIO MANAGEMENT



Mariner Software

An objective valuation from the customer's point of view — where productivity gains proved more valuable than revenue.

Overview

Client: Mariner Software.

Industry: Insurance, software portfolio management.

Situation

A private equity firm bought a software portfolio management platform and wanted to decide whether to start a remarketing campaign right away.

Challenge

The firm needed to determine the software's total cost of ownership and revenue for its main market: insurance. But it was hard to show how reducing operational friction and risk would affect the balance sheet.

In enterprise B2B software, when a tool mainly optimizes delivery, basic ROI calculators often miss the full value.

Solution

- Built an objective valuation from the customer's perspective. By running a Value Modeling workshop, we turned intangible benefits into clear financial numbers. The workshop helped identify and measure the challenges buying-committee members face, as well as financial options and validation.
- Created a business case that quantified the product's intangible benefits.

Results

- Value Branding and a Level 5 Customer Value Selling Proposition.
- A customer-focused approach and sales presentation helped the firm make a fact-based decision.
- The final model showed that productivity gains were even more valuable than increased revenue.

Want to see real results? Call Anthony Sarno at 728-230-5573 to set up a free consultation or get a custom ROI assessment for your business.
You can also visit the ROI Value Learning Center for free tools and resources. valuelogics.ai