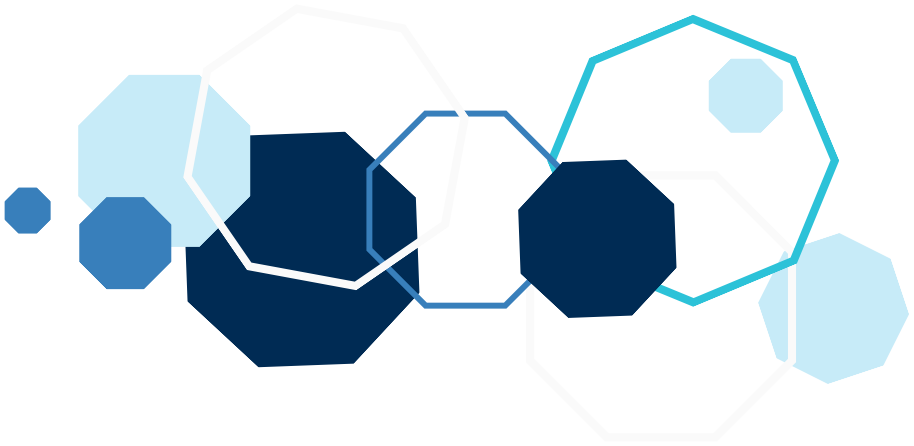


GROW REVENUE THROUGH ANNUITY MANAGEMENT



RENEWALS DRIVE SOLUTION PROVIDER PROFIT

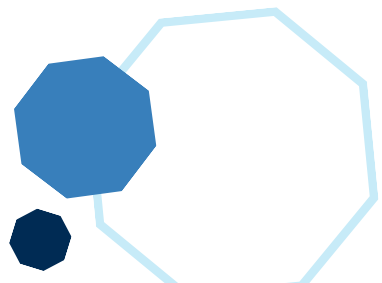
The ability to maximize revenue growth of any offering depends on the processes in place to support that offering. For solution providers, this is especially relevant for annuity and contract management. **Annuity management is a profitable growth area, however it can be a chaotic undertaking with increasing complexity as the business grows.**



Applying standard operating procedures to annuity management almost guarantee revenue growth and improved efficiency. These procedures involve implementing defined interactions between people, processes, and technology.

However, annuity agreement management is often approached with little regard to any of those components.

A common approach is to address the challenge with people, but with little regard to process and tools. As the business grows, the volume and complexity of the agreements quickly overwhelm a company's ability to address the problem solely from a manpower perspective.



WHAT APPROACH ARE YOU USING?

SOLUTION PROVIDERS MANAGE ANNUITIES IN ONE OF THREE WAYS:

OPPORTUNISTIC

This approach is used when the primary goal is to capture the annuity contract for the products previously sold to the customer. Securing the renewal is often the responsibility of the account executive, with limited support resources, and without automation. In this case, there is a dependency on distribution and OEM partners to track the renewal notifications.

MANAGED

Many solution providers recognize the value inherent in managing and growing their contract base. They have assigned dedicated resources to help manage the process and have created tools to facilitate and manage their execution. Here, the revenue is tracked and the renewal team typically owns accountability for this revenue stream.

STRATEGIC

This approach treats renewals as a strategic business initiative. This approach requires using dedicated resources, well defined processes, and purpose-built tools to create a growth engine for renewals revenue. Growth expectations include contract capture from cross-selling, and enhanced sales activities for contract consolidation, product refresh, and managed services integration.

NO DEDICATED RESOURCES OR PROCESSES.

THIRD PARTY DEPENDENCY.

AD-HOC PROCESSES.

WORK DONE THROUGH INDIRECT TOOLS.

THIRD PARTY DEPENDENCY.

PURPOSE BUILT TOOL.

INTEGRATION, AUTOMATION, DIFFERENTIATION.



HOW TO PRODUCE BETTER RESULTS

A STRATEGIC APPROACH LEVERAGES ALL THREE AREAS OF PROCESS METHODOLOGY:

1 | People

Solution providers are dedicating teams to grow annuity contracts.

2 | Process

Solution providers are repeating proven processes for renewal execution and creating metrics that measure effectiveness.

3 | Technology

Toolsets are implemented specifically for contract management.

Provisioning a world-class annuity management platform, coupled with well-defined internal processes and quality personnel, will make the best use of customer data to grow opportunities.

Choosing an effective management platform is the first step.

The innovative ServTrax platform transforms the way solution providers manage assets and annuity agreements.

This comprehensive management solution provides process automation, promotes collaboration, and extends the customer engagement life cycle.

Providing access to customer annuity agreements and asset inventories using our cloud-based platform helps solution providers to establish more engaging and productive relationships with their customers.

Contact sales@servtrax.com to turn annuity management into a revenue stream for your organization.



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