

CREATE A PATH TO PROFIT

CHANNEL EVOLUTION AND SUBSCRIPTION REVENUE



Solution providers have long recognized the value of annuity revenue and profit that can be realized by selling OEM maintenance and support agreements.

This valuable revenue stream has become more complex to manage due to the evolution of the IT consumption model. Subscriptions, which in the past could be managed with input from one or two key distribution partners, now require connections with many more providers (e.g., Cloud, SaaS) and management of more renewal types.

An opportunistic approach to annuity management can yield up to 70% of the renewals that resulted from the previous year's sales activities. In comparison, adopting a strategic approach can drive renewals to 90% or greater.

The ability to successfully manage these complexities creates value for customers and a significant opportunity for solution providers. Annuity renewals revenue is an untapped source of profit for channel partners...

ServTrax helps solution providers apply a strategic approach to drive activities that will secure a dependable annuity revenue stream. Using our innovative, cloud-based annuity management platform, solution providers can simplify the complexities associated with IT asset and annuity lifecycle management.

The platform provides:

- A comprehensive dashboard of a customer's IT environment
- Data normalized across OEMs and subscription types
- Renewal event notifications years in advance
- Opportunity for organization-wide collaboration and transparency

Annuity Revenue Growth via Strategic Practice



A strategic practice combined with ServTrax yields the ideal path to profit.

Solution providers grow their revenues by identifying refresh opportunities, integrating renewals with aligned service offerings, and even capturing renewals for products they did not sell.

**BRING AN
ENHANCED IT
MANAGEMENT
EXPERIENCE
TO YOUR
CUSTOMERS
AND
INCREASED
REVENUE TO
YOUR BOTTOM
LINE.**

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

