



CREATE A PATH TO PROFIT

**CHANNEL EVOLUTION AND
SUBSCRIPTION REVENUE**

GROW REVENUE WITH A STRATEGIC APPROACH

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

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**.

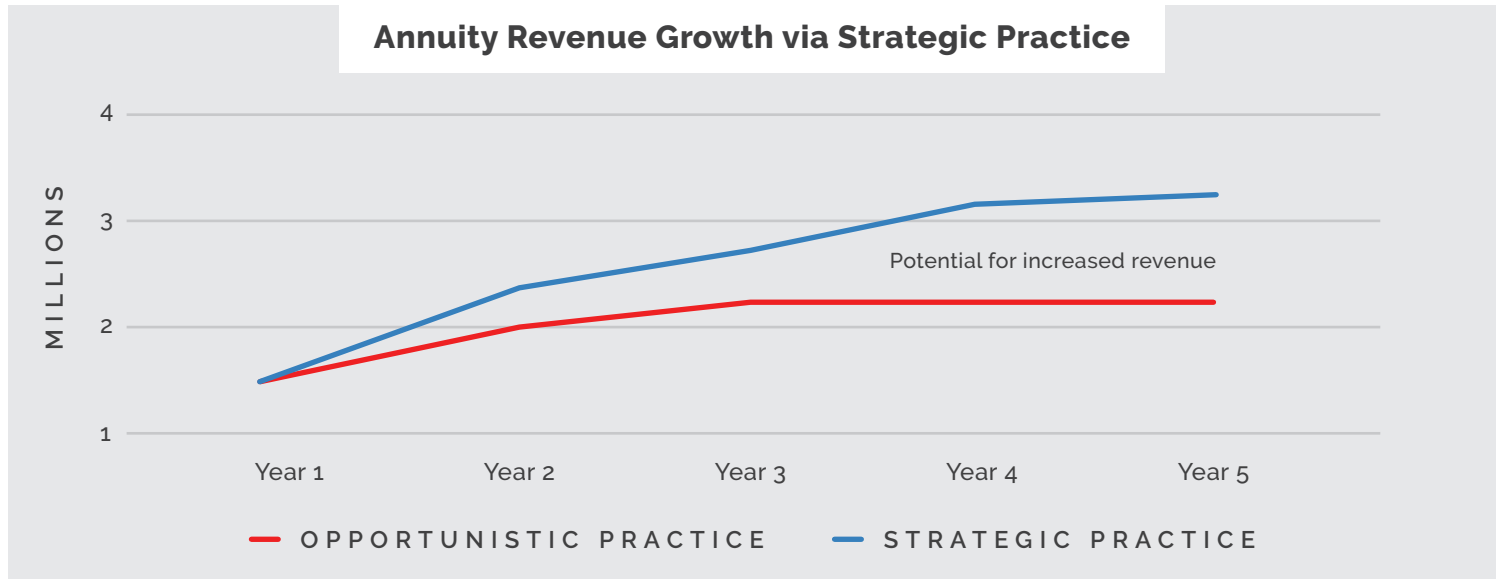
This valuable revenue stream has become more complex to manage due to the evolution of the IT consumption model. Subscriptions, which in the past could be managed with input from one or two key distribution partners, now require connections with many more providers (e.g., Cloud, SaaS) and management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

The ability to successfully manage these complexities creates value for customers and a significant opportunity for solution providers. In fact, solution providers who deliver a comprehensive management approach to their customers are already realizing significant improvements in annuity revenue and profit. And by using this approach, solution providers can also gain contract renewals on products sold by other vendors.

MANAGING ANNUITY REVENUE STREAMS

Annuity renewals revenue is an untapped source of profit for channel partners. **ServTrax helps solution providers apply a strategic practice approach to drive renewal 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. And they can employ the ServTrax Platform to provide their customers a single-pane-of-glass view into their IT support/subscription environment, allowing them to effectively manage agreements across multiple OEM and subscription types.



With ServTrax, 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
MANAGEMENT EXPERIENCE
TO YOUR CUSTOMERS AND AN
INCREASED REVENUE STREAM
TO YOUR BOTTOM LINE.

Contact us at kayla@servtrax.com for more information on how ServTrax can help grow your business.

