



ISV SaaS Go To Market Transformation Services



Are you a Software vendor transitioning to SaaS? Are you moving from Appliance delivery to the Cloud? You've probably spent a LOT of time on your technical service planning and execution. But is your Go To Market ready for SaaS?

"SaaS-ifying" your product is only the beginning. This transformation changes everything in your go to market mix. Have you considered?

KJR can help. We offer the following services for ISVs transitioning to the cloud:

Key Benefits

Faster Sales

Transformation of the demand to sales lifecycle

Powerful Launches

Powerful launches with breakthrough impact

Differentiated Messaging

Differentiated positioning and messaging

Business Continuity

Reduce risks of cannibalization and market confusion

- *The Impact on SaaS on your Cost and pricing?*
- *The Impact of SaaS on your channels and selling model?*
- *Who your customer is and how SaaS may change that?*
- *How you promote your offering?*
- *How SaaS impacts your positioning and messaging?*

- *SaaS Go to Market Readiness Assessment and Gap Analysis*
- *SaaS GTM Strategy including :*
 - *pricing and revenue modeling*
 - *demand to lead to sales re-engineering*
 - *Messaging and positioning*
- *SaaS High Impact Launch Management*

Success Story: KJR was brought in to drive and manage the launch of Nimsoft on Demand, Nimsoft's first SaaS offering. KJR was instrumental in creating the go to market messaging, pricing and demand generation strategy for Nimsoft On Demand. KJR then managed the creation of a new Nimsoft On Demand microsite, integration with Salesforce.com and OpSource for lead and trial automation, and then public launch to both customers and prospects. Nimsoft on Demand was the most successful product launch in Nimsoft history and increased the pace of sales and trial of Nimsoft solutions dramatically.

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