

Neochange



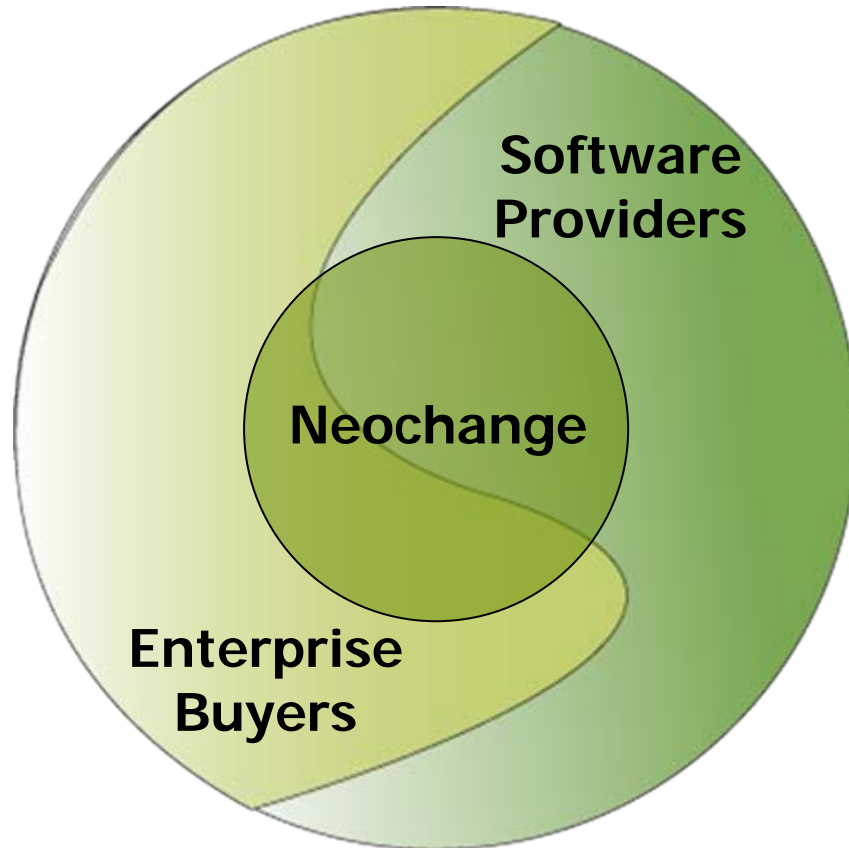
***Enterprise Software Pricing:  
Approaching the Tipping Point for a Collapse?***

**April, 2008**

# Presentation Synopsis

- **Most software buyers are struggling to achieve a level of effective software usage that delivers promised business results.**
- **As visibility into software utilization continues to increase, many software providers will find their license / maintenance prices under immense pressure to decline.**
- **While posing a significant revenue risk, proactive software providers can turn this challenge into a new revenue opportunity.**
- **This session will reveal 4 critical leadership acts that software executives must make to maintain sustainable revenue growth.**

# Neochange: Adoption Specialists

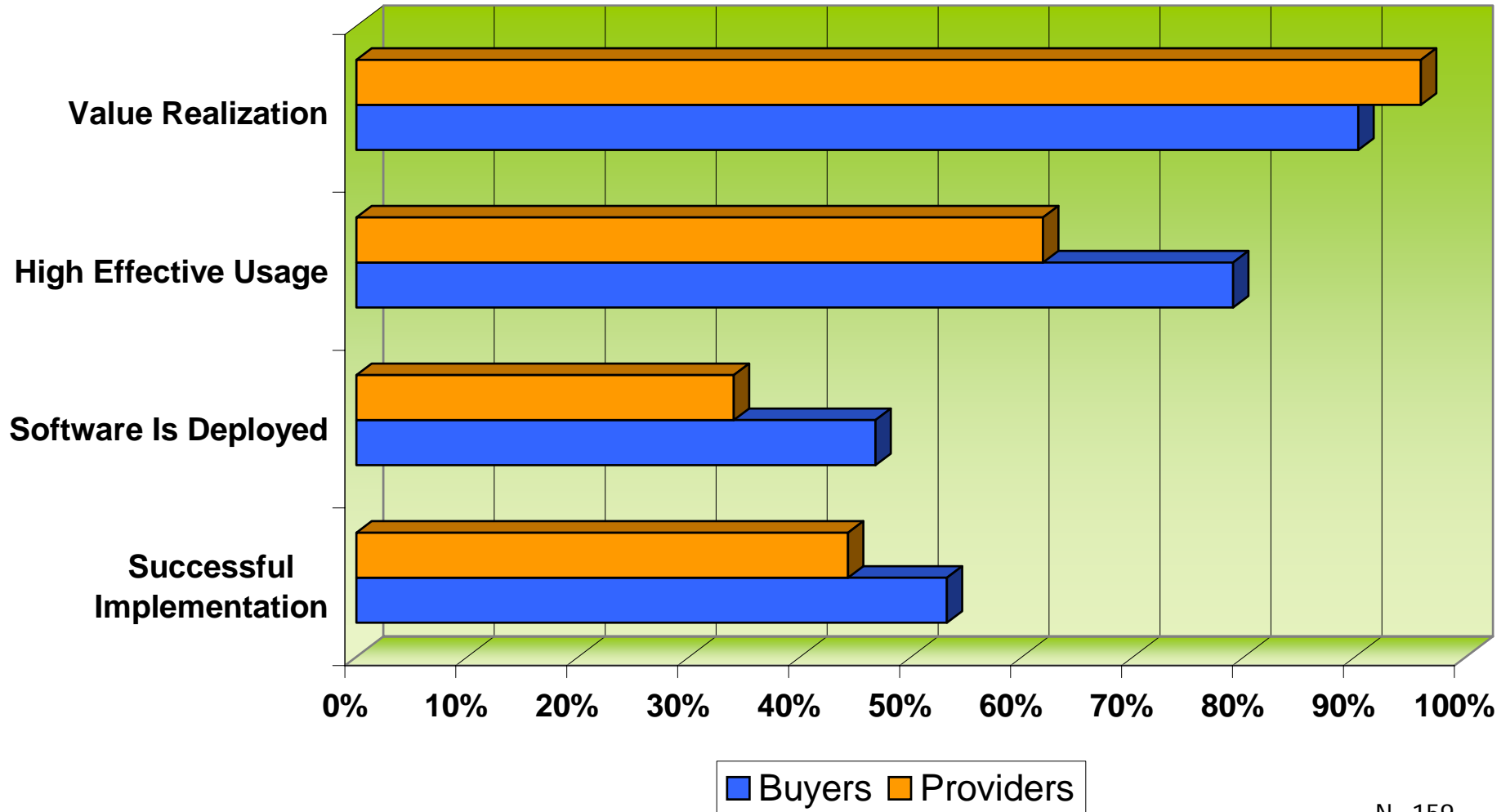


Management consulting firm exclusively focused on **Effective User Adoption** solutions for Enterprise Software.

Using our innovative AdoptIT™ methodology we:

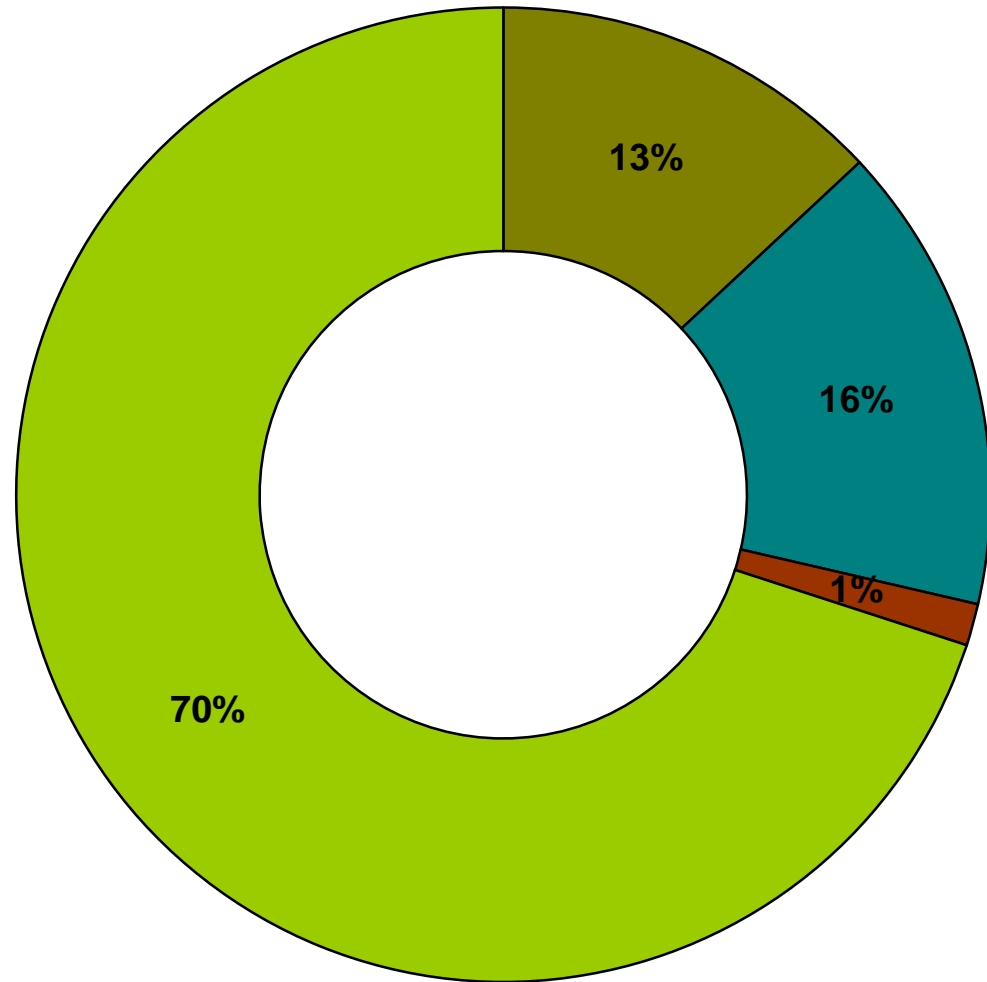
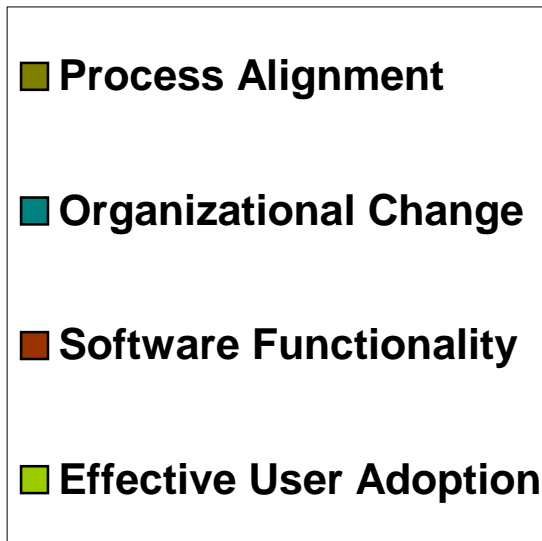
- ❑ Accelerate time-to-value for new deployments by mitigating adoption risks
- ❑ Increase effective usage of existing deployments to improve value realization
- ❑ Increase the capability to lead business transformations

# Definition of Software Success



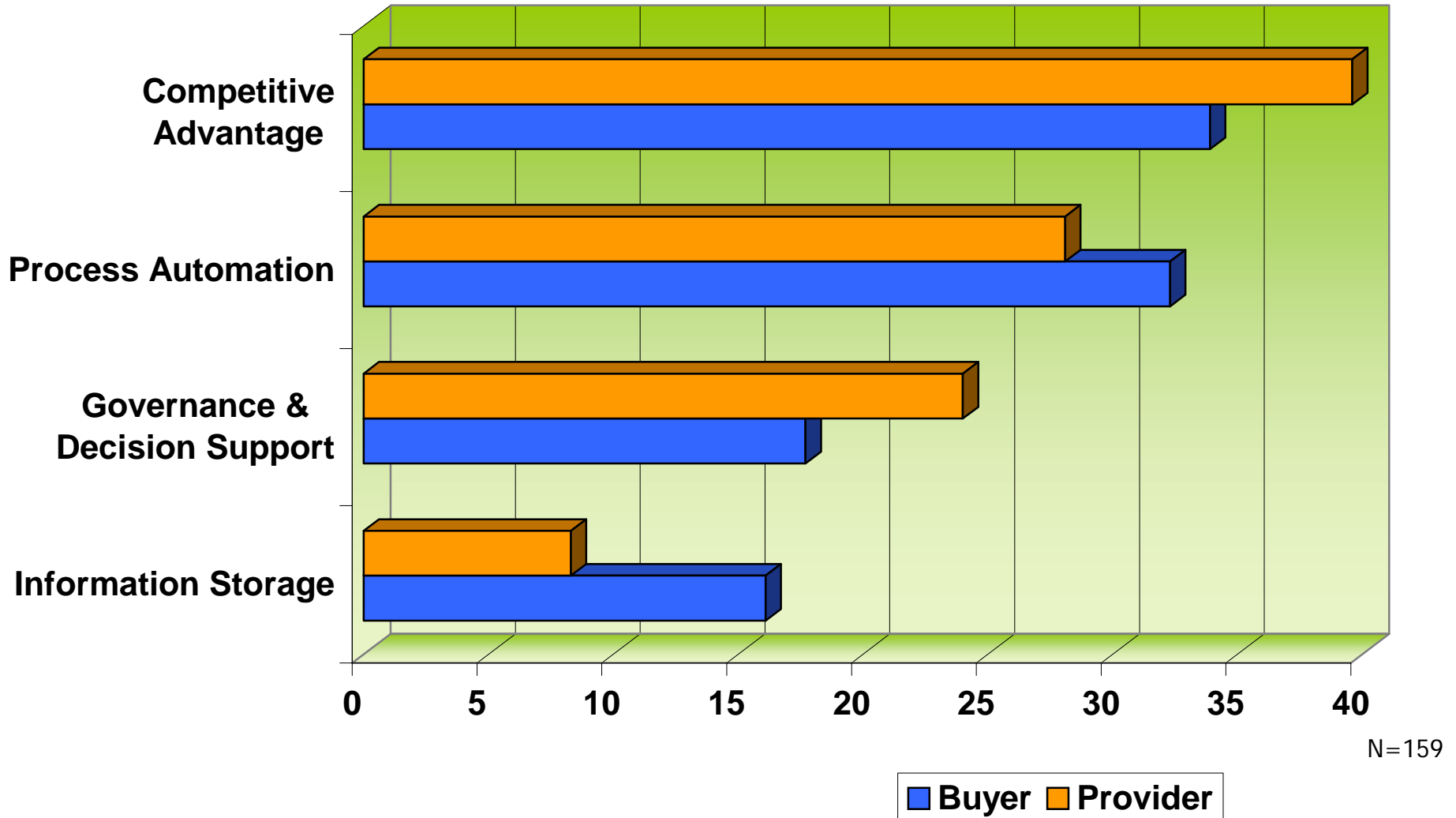
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# #1 Driver of Business Value

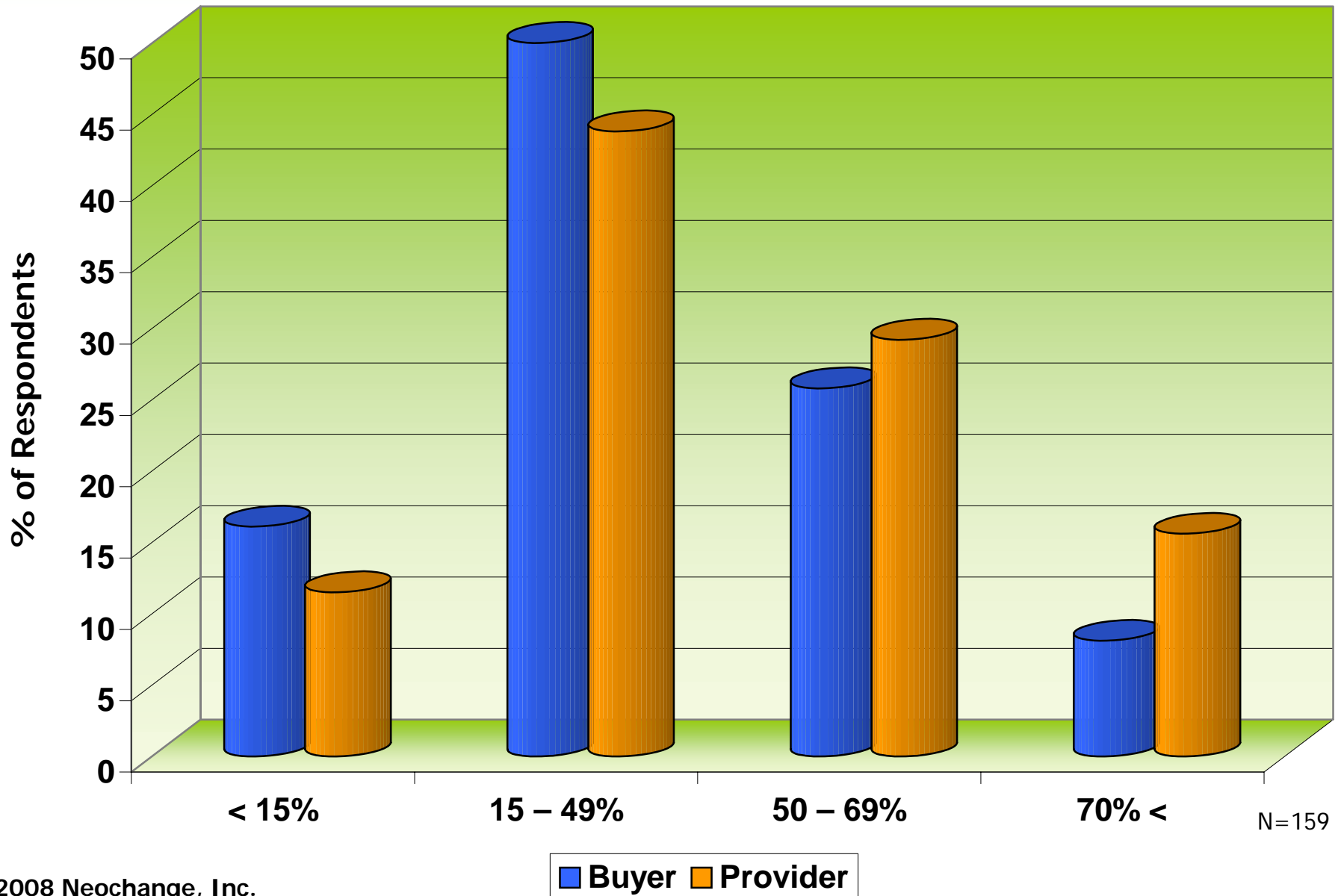


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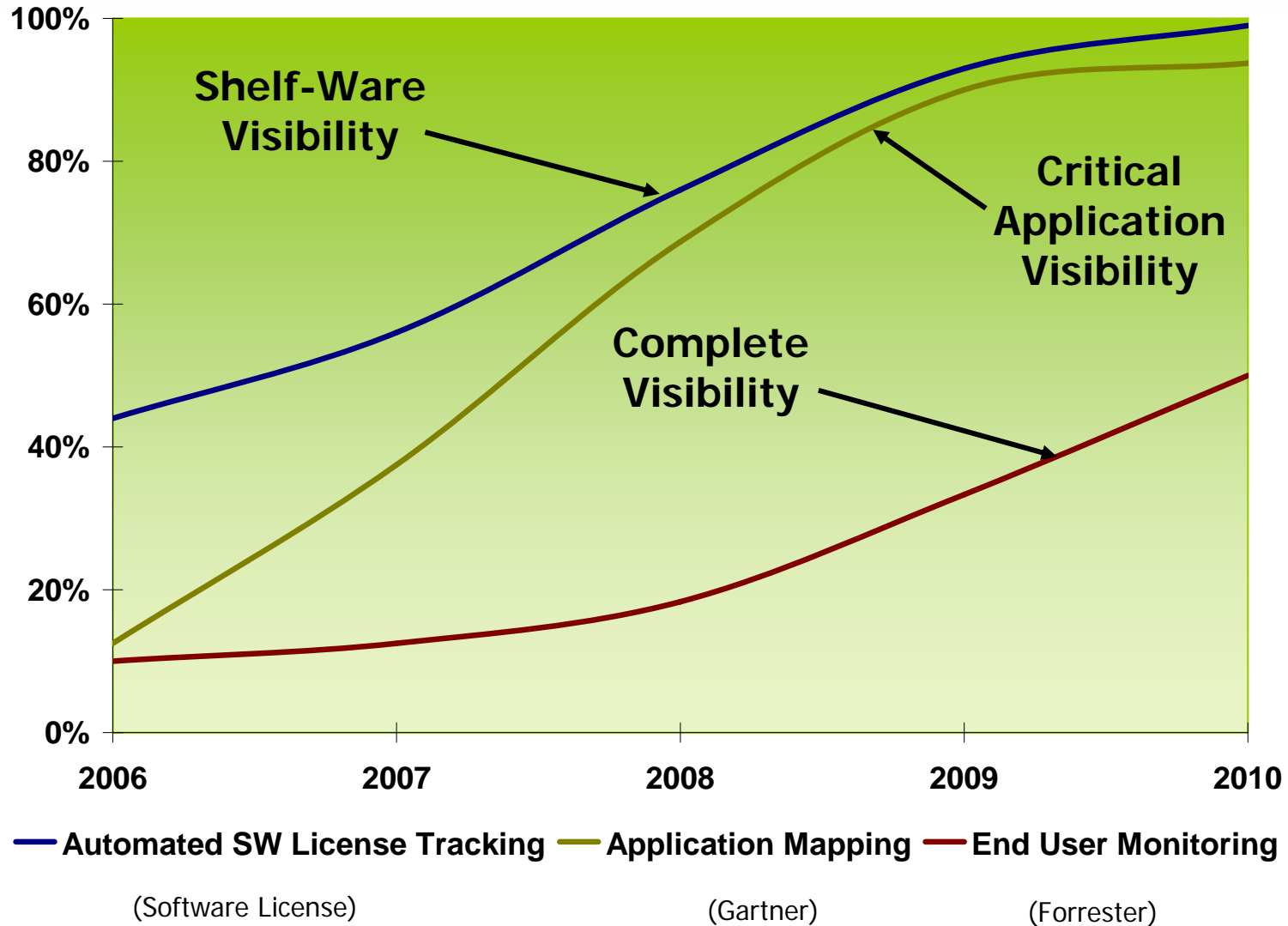
# Business Impact of Effective Usage



# Current State of Effective Usage

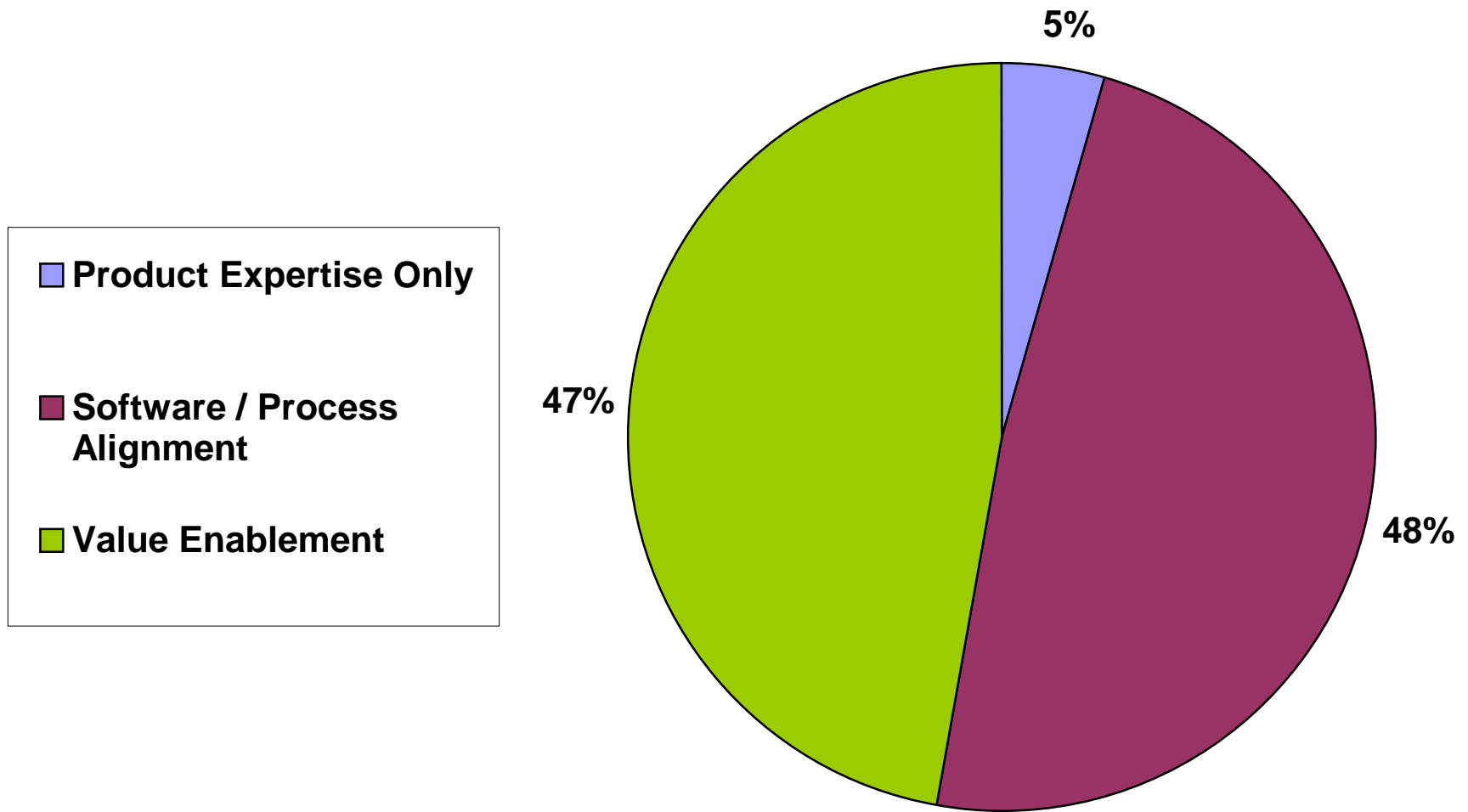


# Software Utilization Transparency



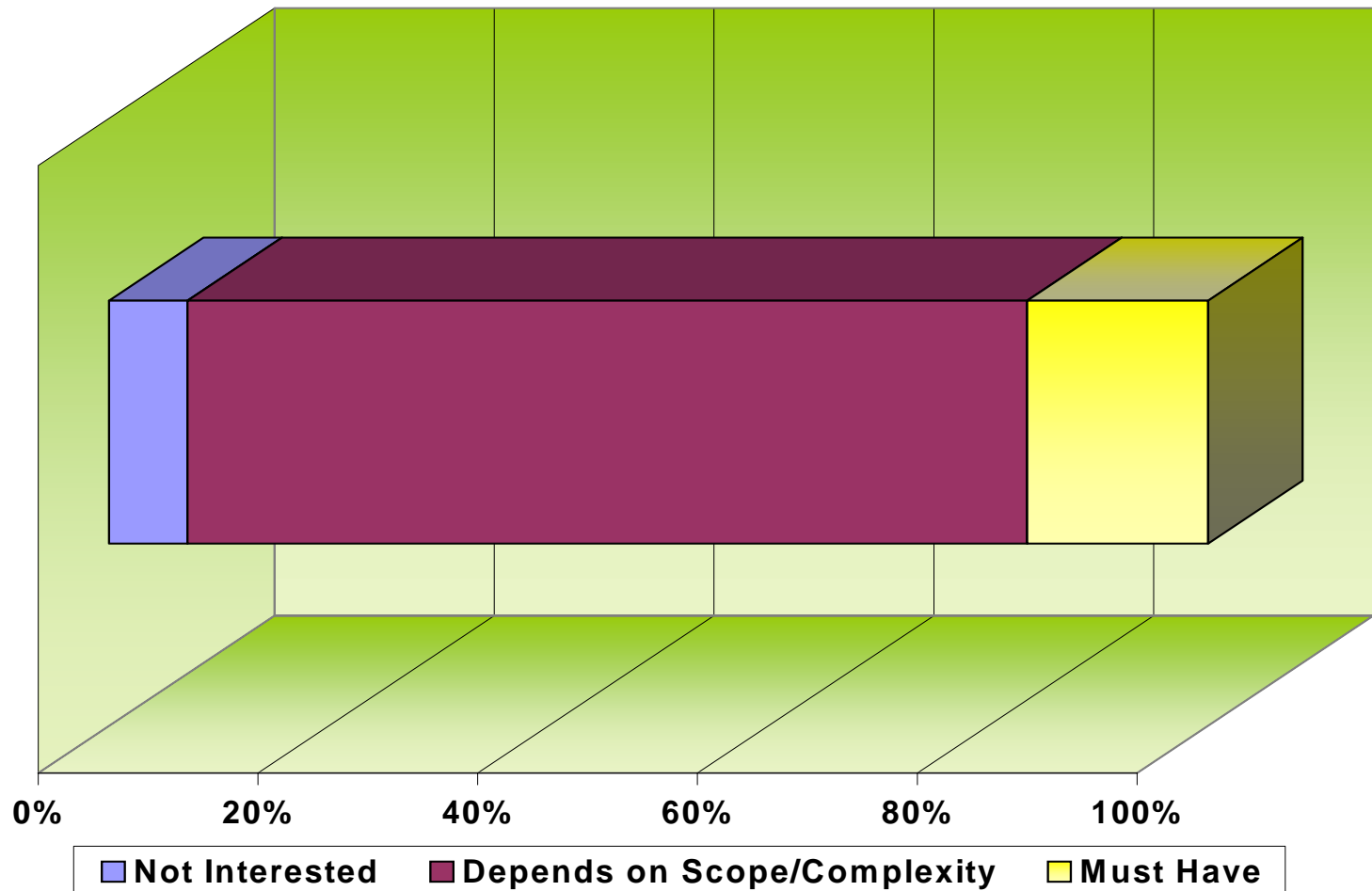
Enterprise Market Penetration

# Buyer Expectation of their Provider



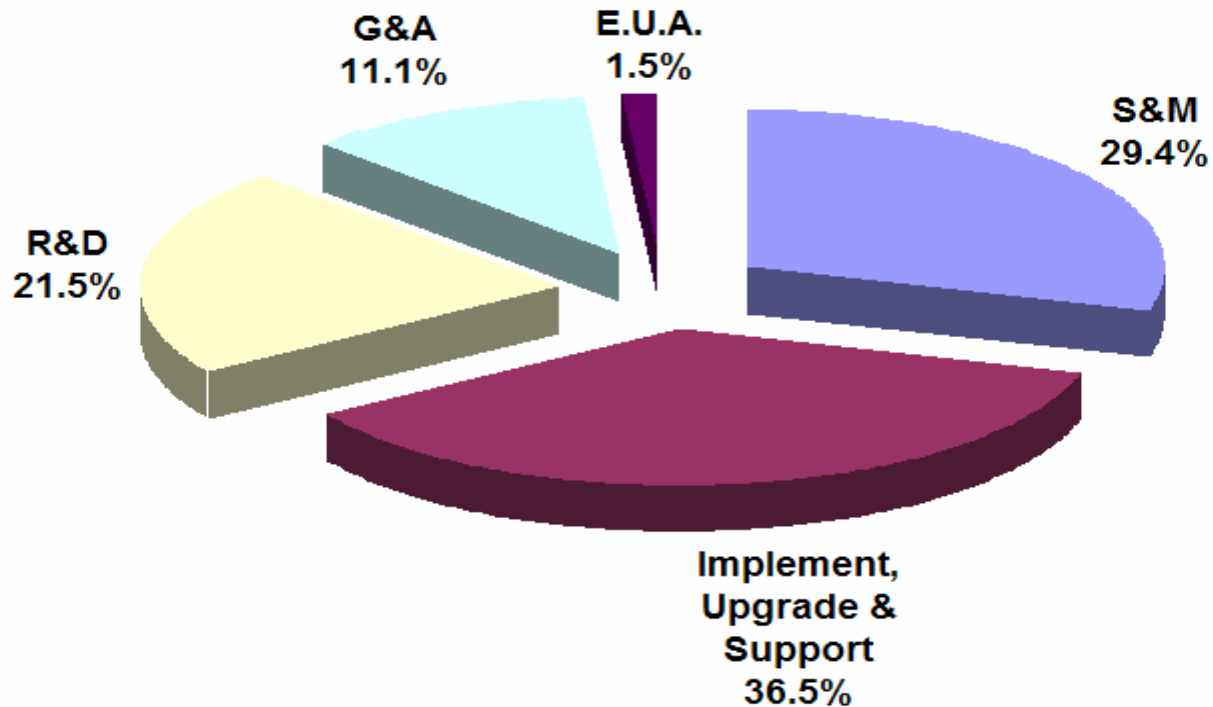
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# Buyer Willingness to Pay for Help



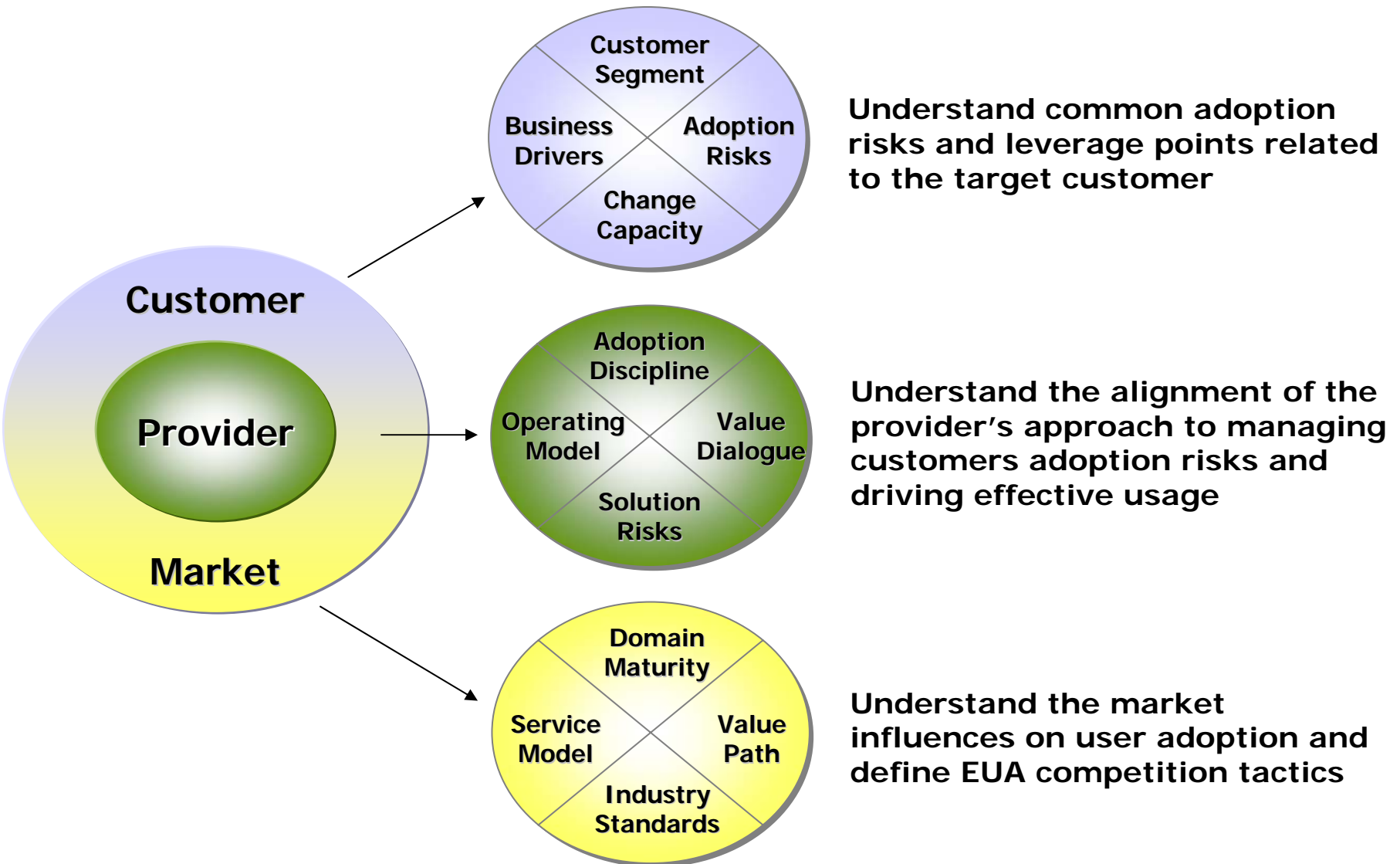
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# Act #1: Rebalance the Investment Portfolio

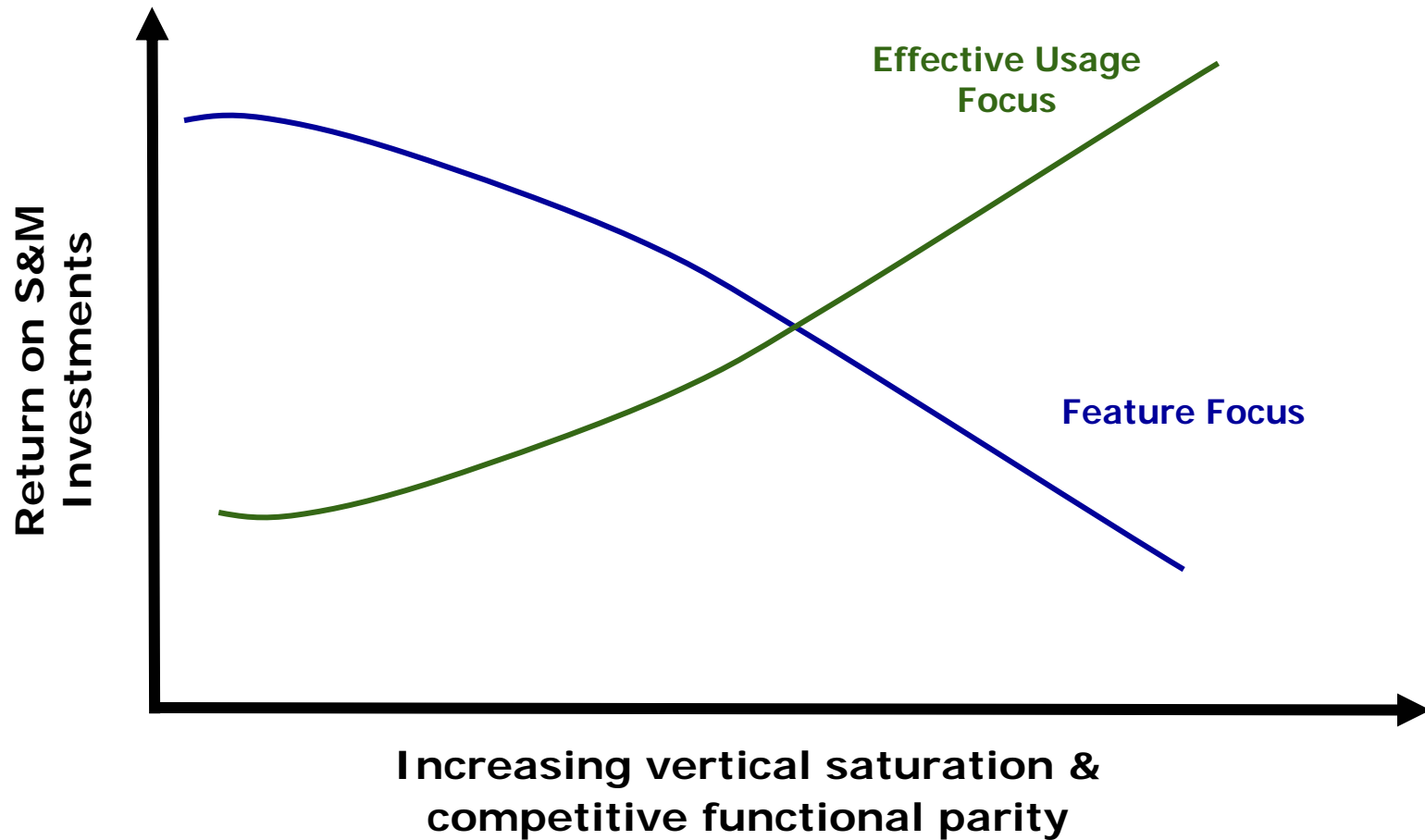


Source: Neochange - Financial Statement Analysis

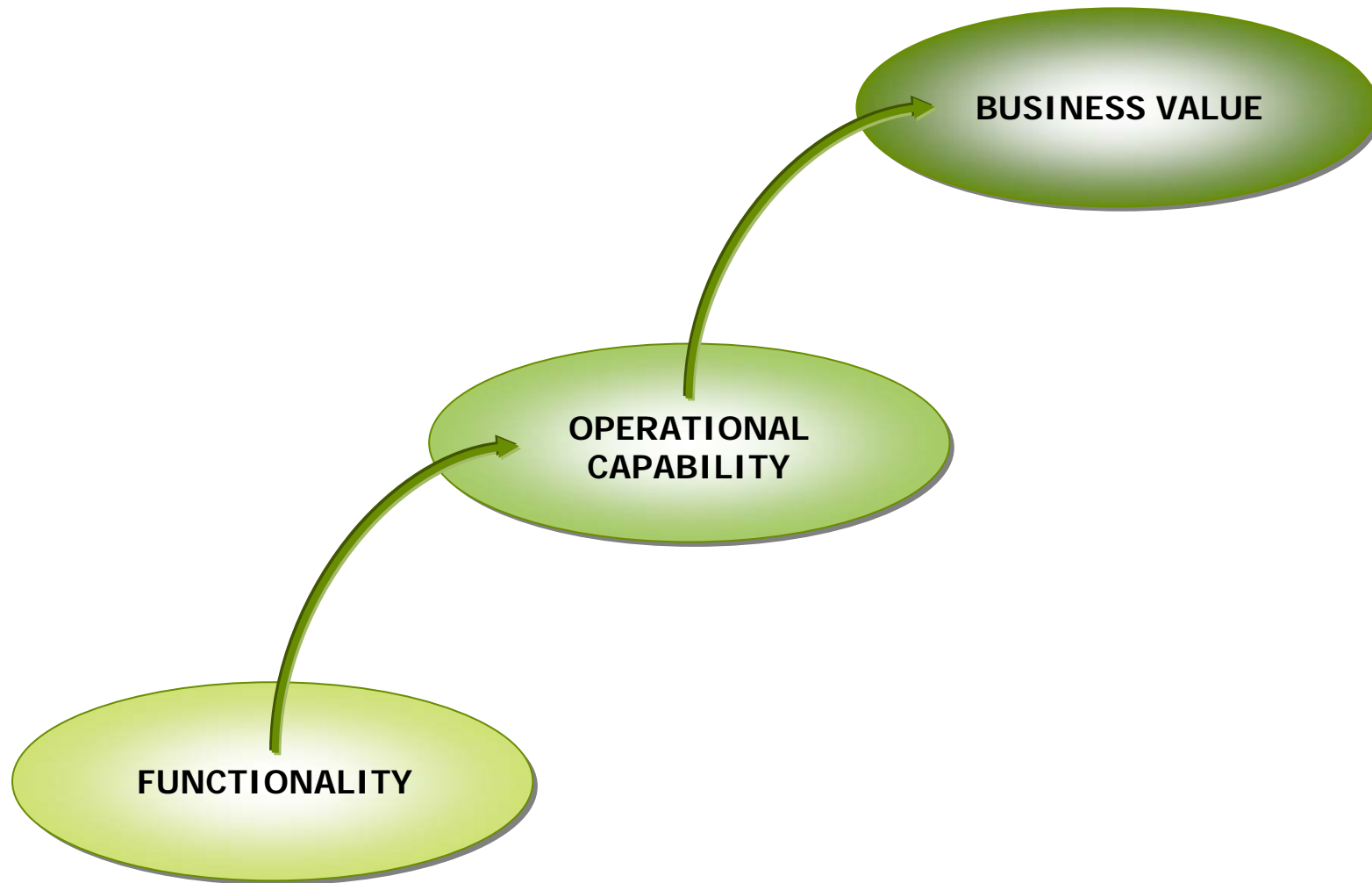
# Act #1: Adoption Perspectives



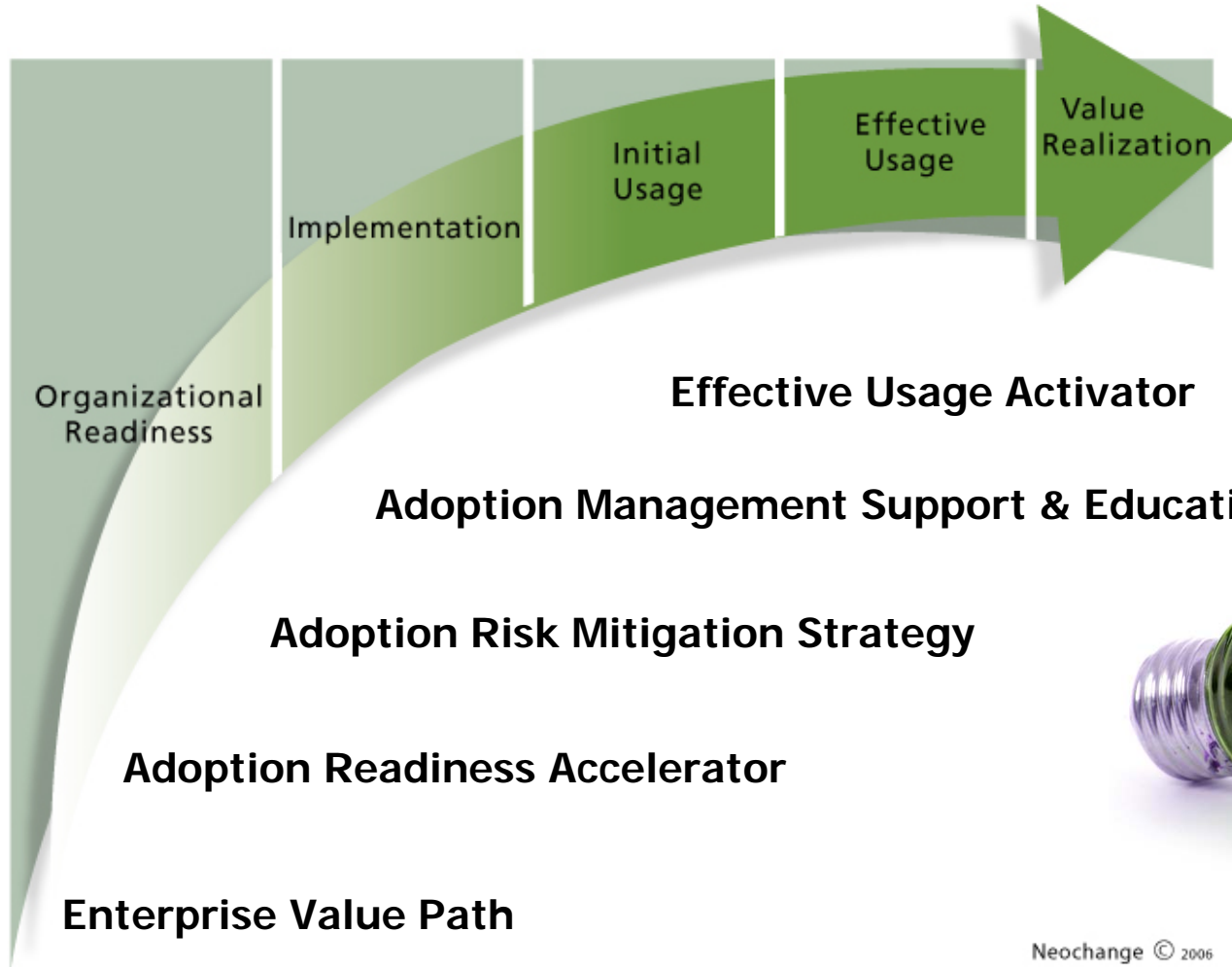
# Act #2: S&M focused on Lifetime Customer Value



# Act #2: Customer Value Path

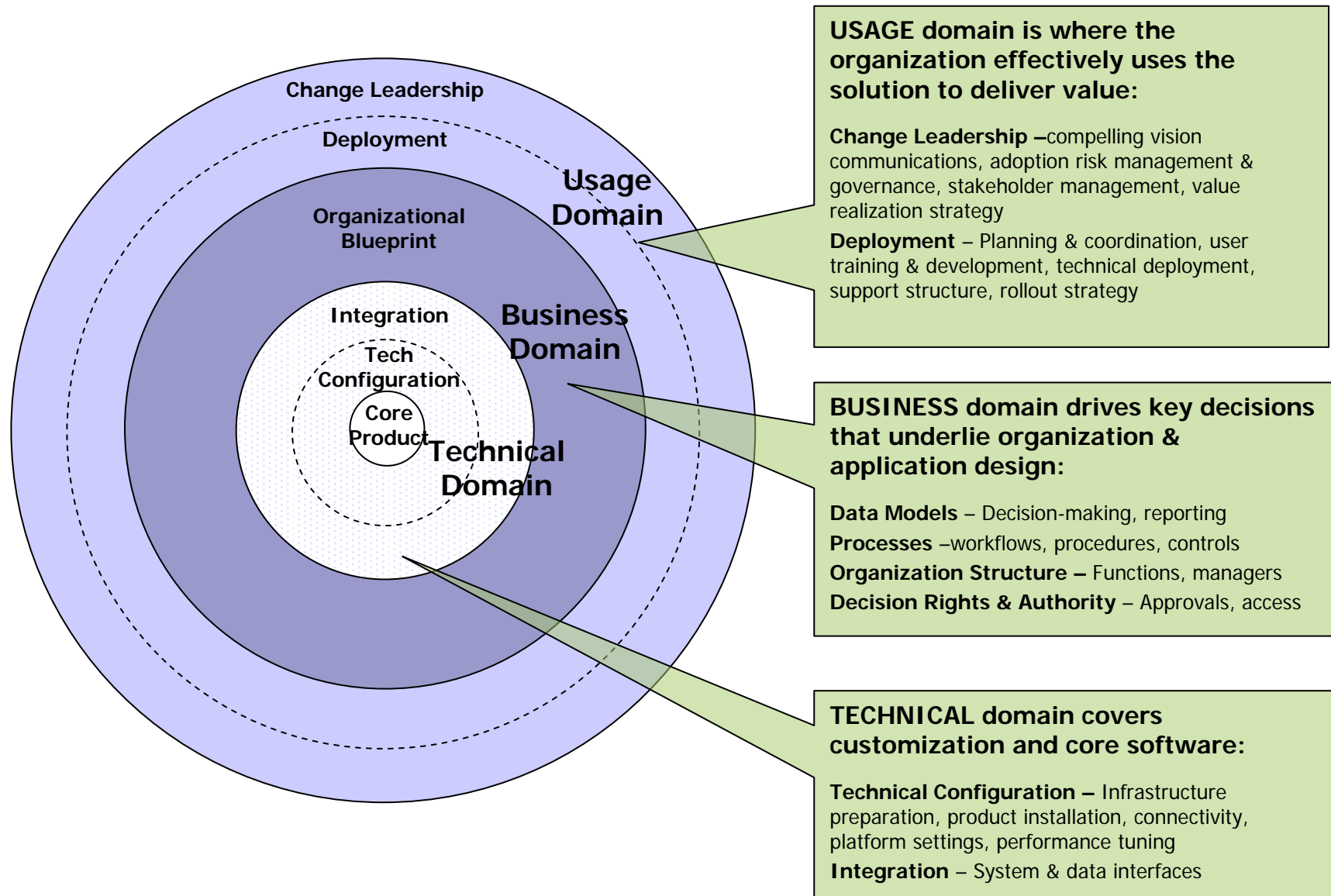


# Act #3: Expand Services Charter

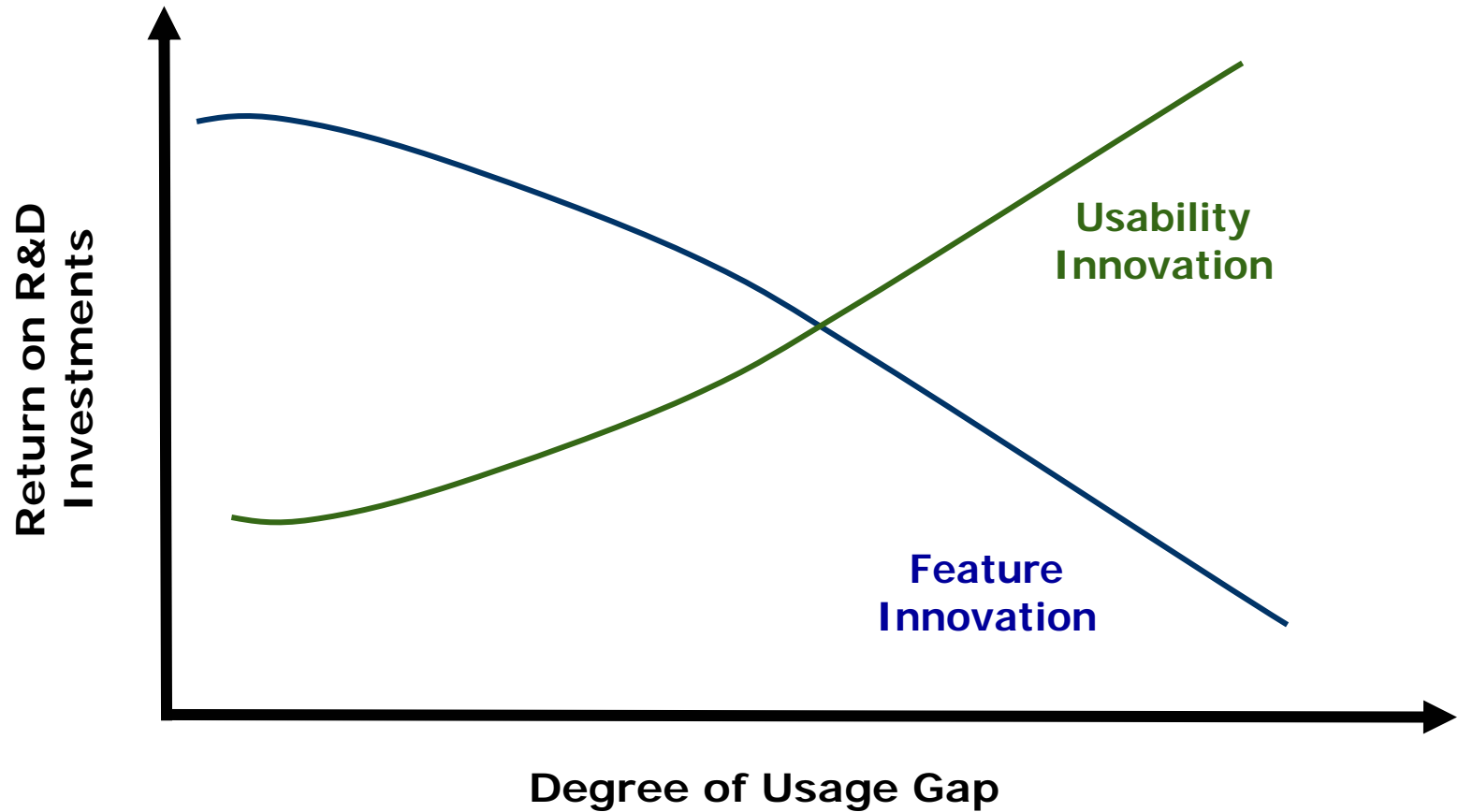


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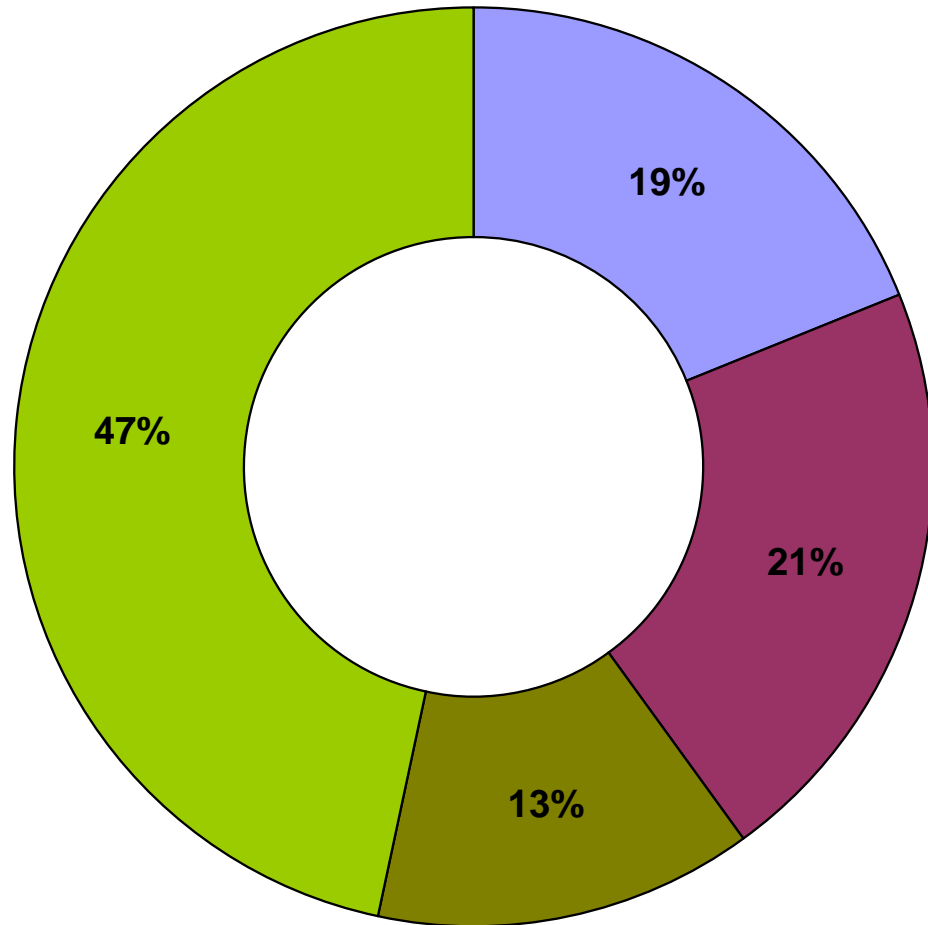
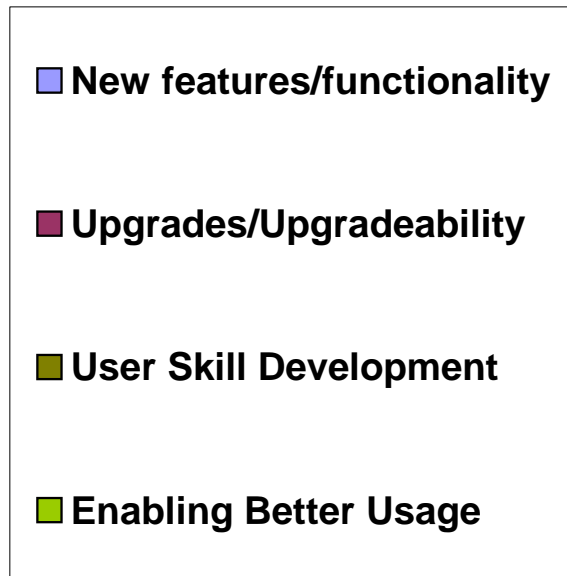
# Act #3: Expand Services Charter



# Act #4: R&D towards Usability

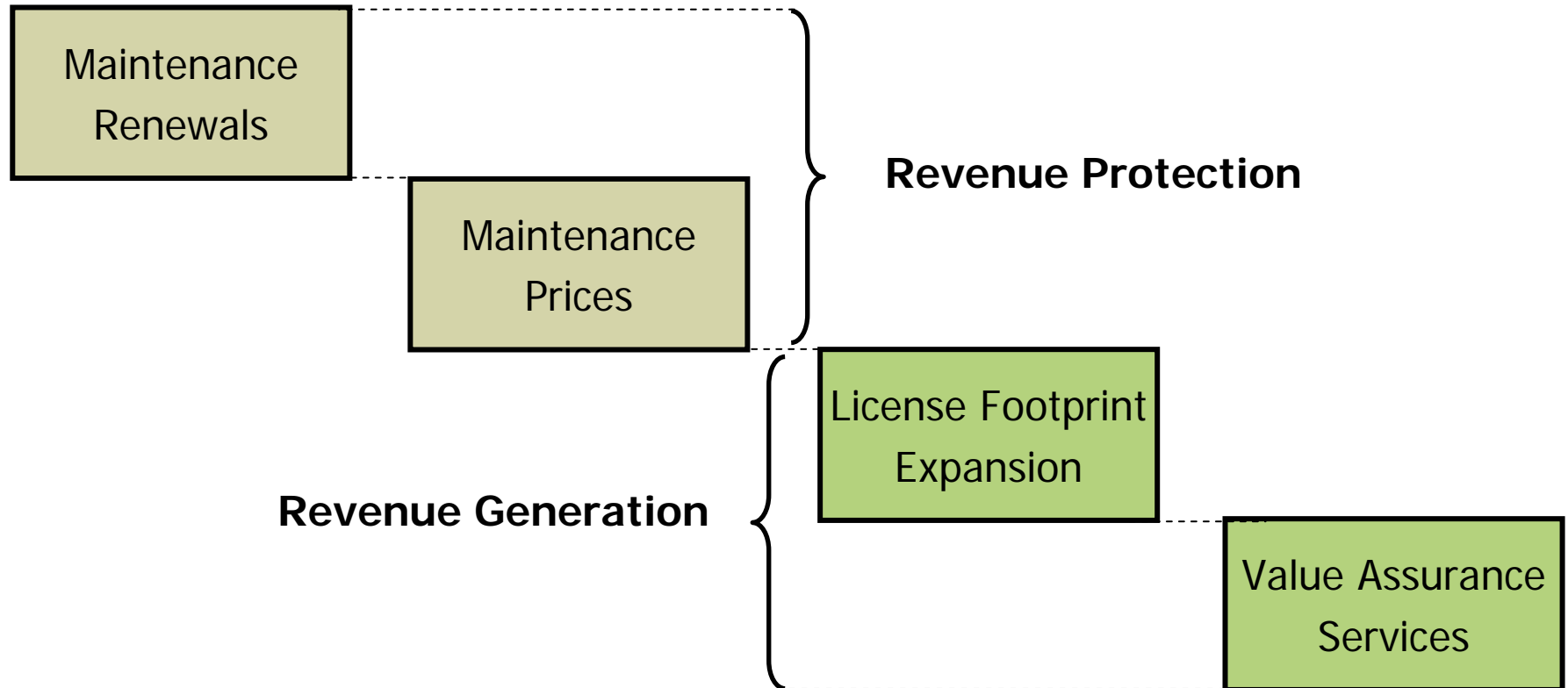


# Act #4: Expectation of Existing Customer



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# Sustainable Revenue Growth from Adoption Strategies



# Questions?



## Contact Details

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