

Sales Strategy for Cloud Solution

Business Challenge

Our client is a cloud-based enterprise software company that provides a suite of products and services for the global insurance industry. Our client wanted to improve sales of its hosted service offering by educating customers on the Total Cost of Ownership (TCO) of managing an enterprise software platform and on the benefits of a Software as a Service (SaaS) model.

The key issues that faced our client were:

- Prospective customers were making key IT decisions based on incomplete information – leading to an increasing number of customers opting to self-host the software platform
- Existing customers encountered numerous issues and challenges as a result of self-hosting – resulting in more (not less) support from our client

Client & Engagement Quick Facts

- Three month project duration
- 11 interviews with SMEs to identify benefits and offerings of hosted
- 200+ references from 80+ sources to identify leading practices
- Designed and developed sales and marketing tools to promote the hosted offering and implemented new approach to sell hosted services

Our Solution

After completing the research and assessment phase to understand and analyze industry leading practices for estimating true costs of self-hosting a software solution, Kenny & Company developed key sales and marketing tools to improve the SaaS offerings and benefits messaging and to provide customers with an accurate total cost of ownership comparison between hosted and self-hosted solutions.

Business Benefits

Our client can improve the sales of its hosted service offering through the new approach and tools developed. Prospective customers are now better informed about the benefits, requirements, and the total cost of ownership of a hosted compared to a self-hosted model.

About Us

Kenny & Company is a management consulting firm offering Strategy, Operations and Technology services to our clients.

We exist because we love to do the work. After management consulting for 20+ years at some of the largest consulting companies globally, our partners realized that when it comes to consulting, bigger doesn't always mean better.

Instead, we've created a place where our ideas and opinions are grounded in experience, analysis and facts, leading to real problem solving and real solutions – a truly collaborative experience with our clients making their business our business.

We focus on getting the work done and prefer to let our work speak for itself. When we do speak, we don't talk about ourselves, but rather about what we do for our clients. We're proud of the strong character our entire team brings, the high intensity in which we thrive, and above all, doing great work.

Who We Are

Partner Led

Our Partners are personally committed to our clients and lead every engagement.

Experience, Perspective and Passion

We average over 20 years in professional services and bring tailored approaches to every client engagement.

Focused, Collaborative, High-Impact

We work side-by-side with our clients in highly focused teams to solve complex business problems.

Client First

Our highest priority is our client's professional and personal success. We believe clients should expect more.

Guarantee Our Work

We guarantee our clients complete satisfaction every engagement every time.

Contact Information

Firm Headquarters

Serving San Francisco, Silicon Valley & Los Angeles

1710 South Amphlett Blvd.
Suite 302
San Mateo, CA 94402

Northwest Office

Serving Portland & Seattle

707 SW Washington St.
Suite 925
Portland, OR 97205

To see additional publications and learn more about us, please visit our website at:
www.michaelskenny.com.

Also, follow us on:



For inquiries: info@michaelskenny.com

