

# 5 MAJOR LEAKS — IN YOUR — CUSTOMER VALUE LIFECYCLE



There's a difference between what's in your signed customer contracts and what you're actually capitalizing on. Call it what you will ... revenue leakage, value drainage ... it's a big problem. Not fixing it means you'll continue to leave big money on the table. You may not even realize how much.

One global telecom leader achieved an **annual recurring revenue gain of over \$12 million and \$10 million in cost savings**, just by ensuring execution of cost pass-throughs and acting on pricing agreement opportunities. Solving for two big leakage sources resulted in big-time financial gain.

Significant revenue opportunities could be escaping from almost anywhere along your customer lifecycle. Here are just five of the places you should be looking.



## 1 PRICE INCREASES

Taking advantage of already agreed upon increases in your product and services pricing seems like it should be easy to apply across your customer base. But when customer contracts tell you one thing and your CRM tells you another, it's a complete headache cobbling together the data necessary to know the truth and ensure you're accurately driving price increases based on CPI, performance and usage.

## 2 PURCHASE COMMITMENTS

Your customers made a purchase commitment for a specific volume of product or services or a certain spend amount. But are they still meeting their agreement? Without consistent checkpoints in place and timely, accurate insights, you could be getting shortchanged.



## 3 LICENSE + SUPPORT RENEWALS

If you're a technology provider, software licensing fees and maintenance support charges are typically built into original customer contracts. Has the number of users increased or support expanded? Too often the opportunity to renew or re-up those revenue generators appropriately goes overlooked, adding up to a considerable amount of overlooked cash.

## 4 COST PASS-THROUGHS + CHARGEBACKS

When your company's supplies, utilities or other operational fees increase, are you eating the full cost? Identifying and applying appropriate cost pass-through opportunities or chargebacks to customer accounts can make a significant difference in your bottom line.



## 5 DISCOUNT EXPIRATIONS

That initial customer agreement offered an entry-level 12-month pricing discount. Now it's 18 months later and your customer is ready to purchase again—a bigger volume this time—but your current sales and finance teams may not know about the discount expiration. Without being alerted to the most current terms, this deal could wind up a huge revenue miss.



## THAT'S ONLY THE BEGINNING. UNCOVER EVEN MORE VALUE THROUGHOUT YOUR CUSTOMER LIFECYCLE

Imagine if your company had a consistent, systematic solution for digitizing and gleaning all the untapped value within your complex customer contracts. Pramata solutions transform data into highly profitable sales and revenue recognition opportunities, as well as unmatched compliance controls. We call it **Pramata Customer Relationship Intelligence™**, designed to inform and strengthen your most valuable customer relationships across three key areas:



### BUSINESS PERFORMANCE

Equip finance, compliance and customer ops teams to better mobilize customers, ensure fulfillment, track customer compliance and develop strategies for optimizing pricing and profitability.



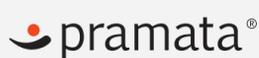
### SALES EFFECTIVENESS

Empower your sales teams to better grow and retain customers through proactive insight to help them find opportunities faster and operate more efficiently.



### CONTRACT MANAGEMENT

Enable legal, finance, and compliance teams to understand your agreements, remain compliant with regulations and obligations, and develop best practice strategies in contracting.



Know your customers with **Pramata Customer Relationship Intelligence™**.

Pramata is the Customer Relationship Intelligence company. Our solutions empower sales, finance and operational teams from large B2B companies with essential information about their most complex and valuable customer relationships. We do this by transforming often hidden data from contracts, billing systems and other sources into a complete, accurate customer profile. Learn more at [www.pramata.com](http://www.pramata.com)

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