



TSIA ROI Case Studies Hardware and Industrial Equipment Companies

A high-angle, blue-tinted photograph of a person wearing a white hard hat and a light-colored long-sleeved shirt. They are sitting at a desk, leaning over a laptop. Their hands are on the keyboard. The background is dark and out of focus, showing other people and office equipment. The overall tone is professional and industrial.

EXECUTIVE SUMMARY

What do all companies have in common?

They're looking for opportunities to grow revenue and profits.

At TSIA, we're laser-focused on helping our members improve their strategic, financial, and operational performance.

Here's a look at how four companies were able to utilize their TSIA membership to achieve measurable business outcomes.

ROI Case Study #1 | Focus: Differentiated Offers

MEMBER CHALLENGE

A division within a **\$1.5B Industrial Equipment Company** was challenged with developing outcome based services offerings and creating differentiated field service offers that increased customer value.



TSIA RECOMMENDATIONS AND RESOURCES USED

TSIA Benchmark Program

Completed FS benchmark, which identified excessive number of offers and low contract renewal rates.

TSIA Advisor

Two-day workshop to rationalize offers and go-to-market strategy. Utilized outcome chains to establish value proposition.

TSIA Research

Member received research on creating differentiated field service offers and B4B pricing models.

OUTCOMES



SERVICES REVENUE
INCREASE



GROSS MARGIN
INCREASE

Increased services revenue **\$19 million** by reducing the number of offers from 44 to 4 bundled tiers, increasing attach rates (+32 ppt), and improving renewal rates (+30 ppt), while increasing gross margin by 2 points (\$4.8 million).

ROI Case Study #2 | Focus: Benchmarking

MEMBER CHALLENGE

The managed service provider within this **\$24B+ Hardware Company** was experiencing moderate revenue growth with strong profitability performance. The company's finance organization was mandating a 65% gross margin on all deals, which was starting to impact the company's deal win rate due to artificially inflated prices to meet gross margin target.

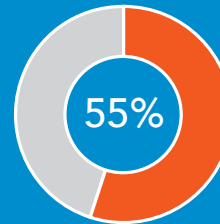


TSIA RECOMMENDATIONS AND RESOURCES USED

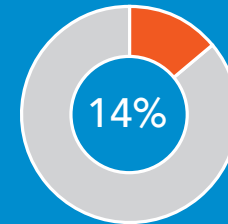
TSIA Benchmark Program

Results indicated the company was behind their industry and peer group in revenue bookings. TSIA identified a correlation between high gross margin performance and stalling in-year revenue and total recurring revenue bookings growth.

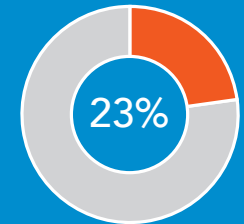
OUTCOMES



GROSS MARGIN



NET NEW REVENUE
GROWTH



RECURRING REVENUE
BOOKINGS GROWTH

Adjusted their gross margin target to 55%, resulting in lower and more competitive pricing to the market.

Their second annual benchmark results indicated a 2X net new revenue growth and a 4X recurring revenue bookings growth.

ROI Case Study #3 | Focus: Driving Adoption

MEMBER CHALLENGE

The field service organization within this **\$2.3B Industrial Equipment Company** was tasked with reducing costs and increasing services revenue.

They often bundled in premium contracts at no incremental cost to capture product sale/install.

They were also challenged by a gross margin that was “off target” by 30% and “off target” services revenue growth at 5%.

Additionally, the company’s field service utilization was at 62% and lower customer density resulted in 1.3 hours of travel time per incident.



TSIA RECOMMENDATIONS AND RESOURCES USED

TSIA Benchmark Program

Completed the FS benchmark to measure current performance and identify areas of weakness.

TSIA Research

Member received research on field service workforce optimization and productivity, creating differentiated offers to increase customer value, the outcome-based services portfolio, and the impact of B4B on field services.

OUTCOMES

Increased gross profit by \$4.6 million.

Gross margin improved by 1.3 ppt, field service utilization increased to 70% and experienced an annual services revenue growth of +6% (vs 5%).

Maintained high renewal rates and transactional customer satisfaction.

ROI Case Study #4 | Focus: Market Differentiator

MEMBER CHALLENGE

This **\$10B+ Hardware Company** was struggling to find ways to differentiate in an increasingly competitive, rapidly commoditizing market. Executives believed that services could be a differentiator, but did not know how to build credibility internally and externally for their claim of world-class service.



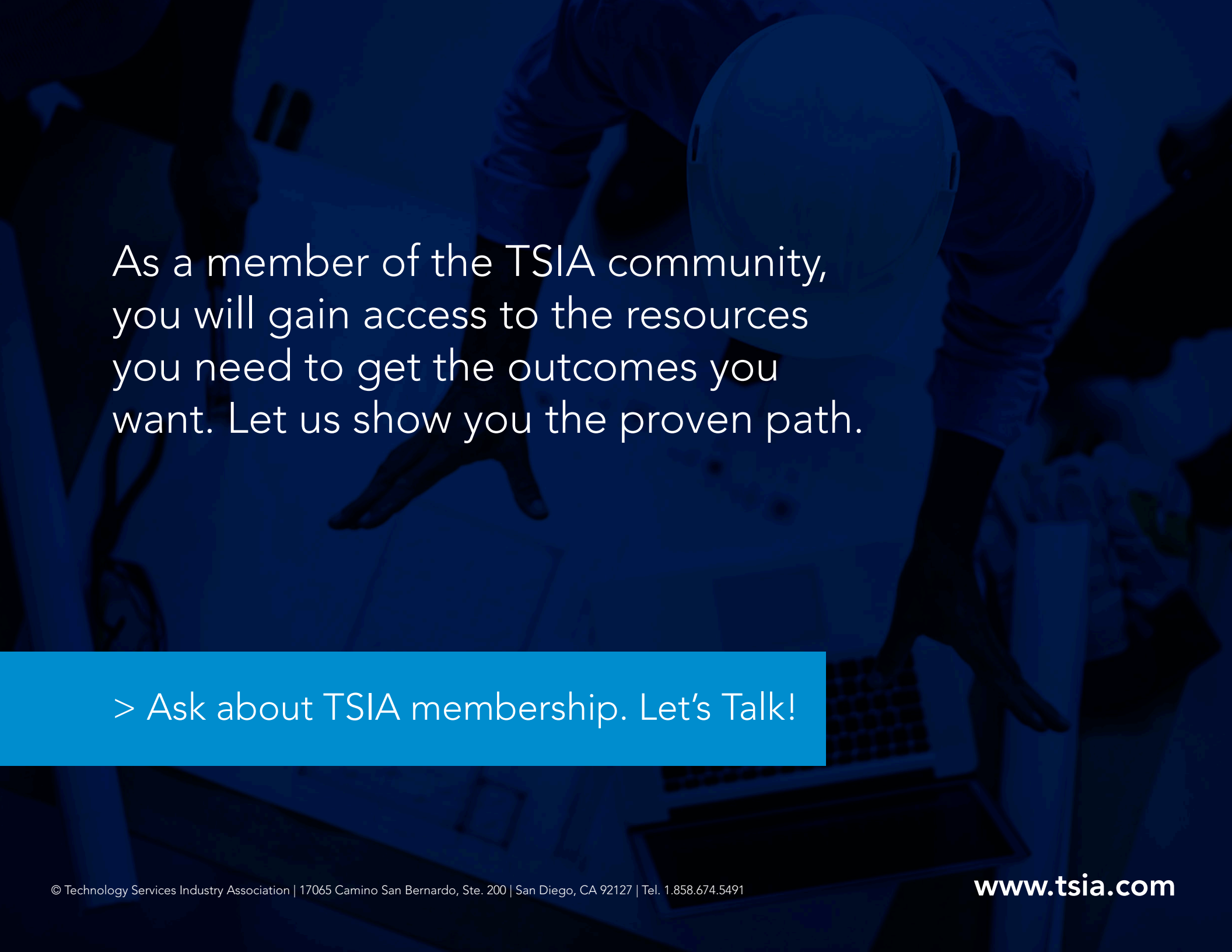
TSIA RECOMMENDATIONS AND RESOURCES USED

TSIA Operational Best Practices Program

Underwent comprehensive, on-site audits by TSIA experts of their support operations, including assessments of operational, CSAT and financial performance. The audit included best practice procedures, tools for managing support organizations, and staff implementation. Findings also identified numerous opportunities for further improvement and differentiation, even though nothing was “broken.”

OUTCOME

Achieved Excellence in Services Operations certification by TSIA. Through TSIA partnership, they also attained J.D. Power & Associates Certified Technical Service & Support status. An announcement was made by the CEO to the entire company, financial analysts, and key customers, and sales reps began adding pages to sales decks highlighting this achievement.



As a member of the TSIA community,
you will gain access to the resources
you need to get the outcomes you
want. Let us show you the proven path.

> Ask about TSIA membership. Let's Talk!