

MaaS Portfolio Expansion Case Study.



The Big Idea. Monetize your customer relationships by adding MaaS recurring solutions.

Opportunities. Because of the scarcity of certified technical specialists, the shortage of industry pre-configured solutions, and the increasing demand for BPaaS, CRM, Omnichannel, and MarTech, sales solutions, there exists significant opportunity to capture greater profits per customer with an expanded portfolio and additional capabilities such as:

1. AaaS – Analytics as a Service.
2. BPaaS – Capture the Demand for the As-a-Service economy.
3. MaaS – Marketing as a Service.
4. Omnichannel, Care, and Strategic Account Management capabilities.

The Results.

- ☑ Leaders generate **2X** profits per customer.
- ☑ Top performers capture **4X** in recurring service fees across front-office, omnichannel, care, and backoffice revenues.
- ☑ Demand for BPaaS capabilities generates **130%** greater profits per customers.

See also supporting materials additional case studies and blog posts:

- Marketing as a Service BPO | [Accenture](#).
- Is MaaS a turnkey marketing solution? | [MTA MarTechAdvisors](#)
- Top 20 reasons startups fail and why MaaS let's CMOs focus on the Product and the Company | [VentureBeat](#)
- The Future is Marketing as Service | [Forbes](#)
- The Shift towards programmatic media buying driving MaaS | [EConsultancy](#)
case study of [Made with IBM](#) is a campaign site powered by content as a service, delivered dynamically based on business rules.

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MaaS Case Study: How to monetize LeadGen.

How to Convert \$1k into \$15k MRR Lead Generation Services Summary.

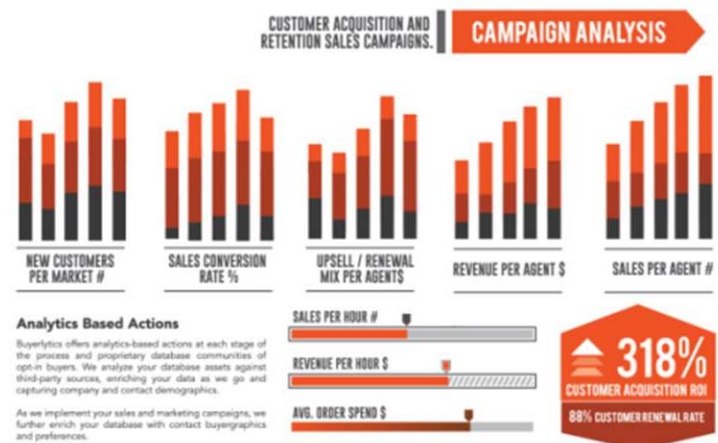


Lead Generation Program; from Design, Technology, Execution, and Management

Lead Generation Program Design	Application of Tools & Data	Work Force Management	Lead Execution & Management
<ul style="list-style-type: none"> Strategy Campaign Goals ROI and KPI Forecast 	<ul style="list-style-type: none"> Database Data Capture Data Management Analytics Business Intelligence CRM / Hubspot 	<ul style="list-style-type: none"> Pre Call Support Post Call Data Capture and Goal Expectations Training Quality Assurance Quarterly business review Incentives & Rewards 	<ul style="list-style-type: none"> Daily Contribution Summary to Revenue Goal \$\$ Weekly Status Call Qualification, Interest Level, and Readiness Calibration sessions Quality control monitoring Reporting Monthly Scorecard

Project Plan Executive Summary

1. Compare existing *current state* to the sales technology blueprint for the top 10 sales tools based on usage.
2. Review program, campaign, and workforce benchmarks against industry averages.
3. Develop A/B and pilot campaigns using the upgraded stack/tools/vendors.
4. Refine the plan and programs.



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The As-a-Service Opportunity.



The most common cloud delivered services for today's midmarket include:

- Delivering bundled CRM technology with sales professionals (**BpaaS**)
- Delivering bundled MarTech with marketing & sales teams (**MaaS**)

BPaaS	MaaS
4X the tech cost	3x the staffing fee
By Market or By Product monthly recurring subscription fee of 4X for services for every \$1 of technology managed.	By Campaign or By Product 3X monthly service fee to manage a team focused on generating leads.

BpaaS Case Study for CRM SPM services.

The Situation. The utilization of technology and improved business management processes allow organizations to enhance their sales behavior and productivity thus lowering the cost of revenue acquisition. While there is adoption in specific applications, there remains a legacy of “silo of applications” that need to be replaced or at a minimum synergized to ensure utilization. The adoption of CRM has been migrating from the largest enterprises to SMBs. Bridging the gap between what CRM software can do and what organizations need to achieve results is the BPaaS opportunity.

The Solution. Deliver combined CRM sales management technology and services via the cloud. The solution includes:

- SPM: sales performance management including ICM: incentive compensation management and Sales coaching delivered via a Managed Services BPO (business process outsourcing) model.
- Proactive Strategy Services
 - Solution roadmaps
 - Opportunity assessment and vendor comparisons
 - Plan design
 - Total Compensation process
- Technical services on-demand as needed
 - Solution implementations
 - System upgrades / migrations / Plan updates / additions
- Staff Augmentation
 - Assist customers with projects or work they are managing
 - Sales Enablement & Sales Coaching

The Results. Average client realized over a million dollar of savings plus productivity boosts as utilization increases.

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The Midmarket Opportunity for SalesGen.



Description. While only 5% of companies outsource their sales center, the majority utilize and have a need for more robust sales support services including but not limited to MaaS and CRMaaS delivered as a BPaaS solution.

BPaaS Snapshot of Managed CRM Services:

Platform	Infrastructure	Services
CRM	Team / Centers	Sales Strategy/Plan including Sales Transformation: Digital Transformation, Technology change enablement, and sales advisory services.
MarTech	Programs	
Sales Enablement Tools	Partners	Sales Staffing & Recruiting insourcing model
Omnichannel		MaaS – Marketing as a service including MarTech & CRM Sales Stack management, Demand Generation, and Lead Generation across programs and campaign management.
Vendors, Apps, Tools, Content		AaaS and DaaS Analytics and Data as a service including: Data & Database Buyergraphics Sales Enablement, Omnichannel Customer Acquisition and Customer Renewal
Management	Management Systems, Market/Customer/Product Strategies	

The middle-market has increased appetites for more robust sales services including:

4X the services for agencies with technical competencies	Leaders manage and capture >10% of the spend
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Middle market buyers commonly search for a partner which exhibits:

- Digital platform
- Modern sales methodologies
- Certified specialists
- Industry centric
- Portfolio of services

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Portfolio & Partner Expansion Strategies. Increase your profits per customer with these strategies for “Share of Wallet” expansion:



1. **Strategic Account Management** – manage a greater % of the spend across media, tech, programs.
2. **Insourcing** – Provide interim staffing and support while building the capability internally.
3. **As-a-Service** - Deliver cloud enabled solutions.

Beyond reselling systems and advertising, additional revenues for tech-enabled solutions that offload administrative and recurring work from the internal marketing and sales teams.

Strategies for Growth	Revenues Opportunities	Gross Profit Margin
Strategic Account Management	<ul style="list-style-type: none">• Tech & Tools including Reporting and analytics• Media, Advertising, & Data	Management fee (typically 2 to 10%) + Markup fee pricing model
Insourcing.	<ul style="list-style-type: none">• Program Setup & Launch• Certified Professional Staff	Setup retainer + Markup fee pricing model
As-a-Service	<ul style="list-style-type: none">• AaaS – Analytics as a Service• DaaS – Data as a Service• MaaS – Marketing as a Service• CRMaaS – CRM as a Service	Recurring subscription (typically >6 months, and 65%+ GP margin)

The majority of agencies commonly resell and markup the following revenues

- Tech & Tools
- Reporting and analytics
- Media & Advertising
- Data

But as project-oriented service firms evaluate their alternatives to serve create recurring revenues, the opportunity to help companies digitally transform and adopt new tech and new service models creates recurring subscription opportunities beyond reseller markup fees that are based on delivering services on-demand over the cloud.