

## **The BACKGROUND**

A global communication software and network solutions Original Equipment Manufacturer (OEM) made the decision to outsource their indirect renewals function to RAY ALLEN, Inc. (RAI) because of the business outcomes they experienced during a pilot program.

RAY ALLEN (RAI) now manages this OEM's indirect renewals business, working with distributors, resellers and end-customers of all sizes across the globe to ensure that the OEM's renewals are running smoothly and efficiently.

This OEM's decision to engage RAI was based on RAI's understanding of the IT Asset Management (ITAM) channel and ability to build valuable stakeholder relationships and drive faster renewal cycles.

## **The CHALLENGE**

The OEM realized they were missing out on revenue from their indirect renewals program and identified the following challenges:

- Delayed renewals
- Blocked renewals due to channel bottlenecks
- Lack of knowledge of appropriate channel contacts
- Lack of follow-up along the channel

## **The GOALS**

The OEM determined that they wanted to:

- Drive incremental topline revenue
- Increase renewal rates
- Accelerate time-to-renewal
- Improve relationships and communication along the channel

## The SOLUTION

RAY ALLEN instituted new processes, teams and platforms to help this OEM reach their goals. Specifically, RAI:

- Implemented continuous data governance
- Optimized internal processes
- Created and implemented follow-up and quote-tracking protocols
- Built a quote visibility tool for high-risk distributors
- Ran weekly deal reviews to identify and eliminate bottlenecks
- Established main points of contact within the channel
- Built new relationships and rapport with stakeholders along the channel

## The RESULTS

As a result, RAI helped this OEM achieve the following business outcomes:

- **Over 20% revenue increase** in their indirect (channel) renewals business
- **13% increase** in on-time renewals
- Improved relationships with key distributors and partners, resulting in more bandwidth to focus on core indirect channel business
- Established an effective, centralized governance structure
- Streamlined renewal management processes and workflows

### Recurring Revenue Management with RAY ALLEN, Inc.

Here at RAY ALLEN, Inc., we understand what renewals – particularly quick renewals cycles and increased renewal rates – mean for the bottom line. And because we are in the business of IT Asset Management for the network, we know the channel. This puts us in an optimal position to help you, and your customers, achieve desired business goals. In addition, we offer added value by providing an end-to-end ITAM service with bundled, cost-efficient offerings.

[Contact RAY ALLEN](#) today to learn how your company can benefit from RAI's Recurring Revenue Management (RRM) solution.