## The BACKGROUND

A large, global telecommunications IT infrastructure Service Provider chose RAY ALLEN to manage their entire OEM resale maintenance renewals business in 2015. This decision was based on RAY ALLEN's long history of performing Hardware Lifecycle Management for them, and our understanding of their customers' IT asset install bases. They have stayed and pursued new business with RAY ALLEN because of the continuously high renewal and rebate rates they have achieved over the past 6 years.

## The CHALLENGE

This Service Provider's previous renewals solution was low-touch; their partner would contact customers only at time of renewal. This resulted in sub-par customer satisfaction rates, delayed renewals and low renewal rates. In turn, this Service Provider missed out on Cisco rebates and therefore money that they could have otherwise claimed.

## The GOALS

The Service Provider wanted to achieve higher renewal rates, continue to secure renewal business, protect their current revenue stream and drive additional revenue from their current customers by increasing customer satisfaction. They also wanted to consistently earn Cisco rebates in order to maintain healthy margins on deals that were sold at lower prices due to competitive market rates and pressures.

## The SOLUTION

RAY ALLEN instituted new processes and provided expert process specialists and teams to help this Service Provider reach their goals. Specifically, RAY ALLEN:

- Identified gaps in processes that were leading to low renewal rates
- Created an end-to-end process workflow document and implemented updated processes to resolve issues causing low renewal rates
- Validated all data to identify accurate and actionable renewals
- Supplied proactive and continuous customer support with each customer throughout the renewals process
- Proactively quoted and sold all actionable renewals
- Proactively obtained Purchase Orders from the customer and built out booking packages for ordering teams
- Provided renewals analytics, KPIs and insights through RAY ALLEN's Business Intelligence (BI) platform on a regular basis

## The RESULTS

As a result, RAY ALLEN helped this Service Provider achieve the following business outcomes:

- Increased incremental top-line revenue
- Accelerated time-to-renewal
- Improved relationships and communication with their customers
- Increased renewal rate of 25% in the first year
  - Consistent increase in renewal rates in subsequent years
- High average renewal rate of 75% quarter-over-quarter
- Achievement of Cisco renewal rebates 92% of the time over the past 6 years
  - Translating to a 5% increase in margin across the board

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

At RAY ALLEN, 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 asset management for the IT 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 to our customers 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 RAY ALLEN's Recurring Revenue Management (RRM) solution.