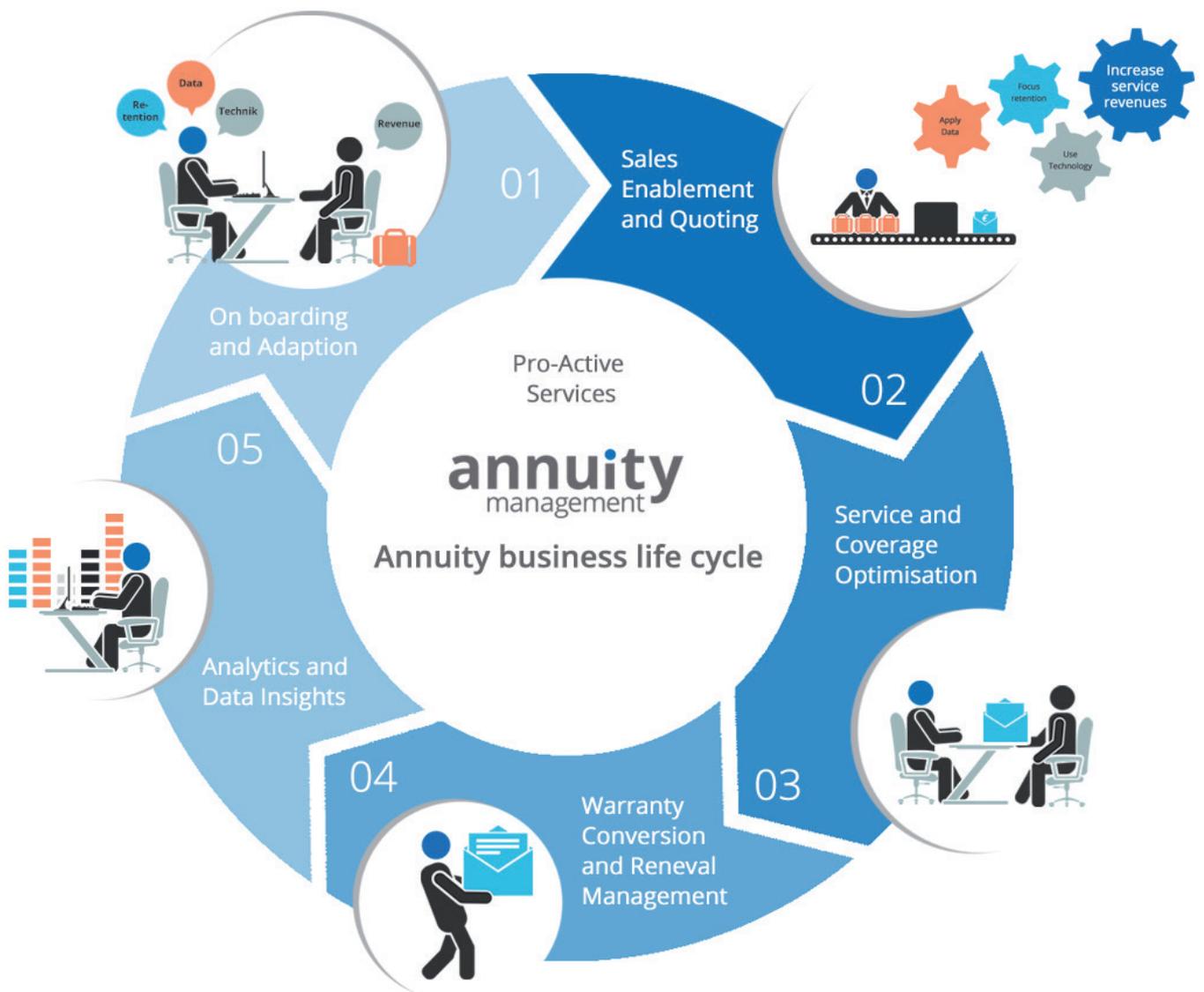


# Pro-Active Annuity Management Lifecycle

Annuity Management enables revenue management customised to your needs – from the initial recognition of your service revenues, to professional quoting for the service needs of your customers, to the processing of renewals all the way to the proactive management of your recurring revenue during their entire annuity life cycle. With us, you can easily and reliably boost your recurring revenues.



## *On-boarding and adoption*

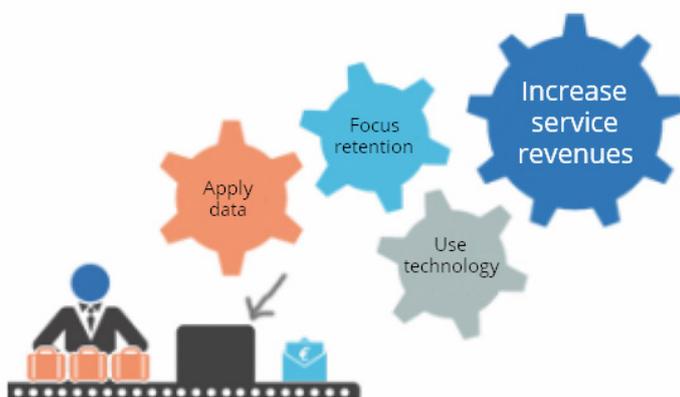
You and your partners have successfully gained a new customer and thus recurring contract business (e.g. the sale of a service or license agreement). In the on-boarding and adoption process, you provide us with the relevant information for these service agreements (sales data, contract data, and product data) and we gather this in our IT systems that have been especially developed for this purpose. You can thus be sure that your customer potential is comprehensively gathered and cared for right from the beginning.

First impressions count – we will gladly support you and your customers.



## *Sales enablement and quoting*

Our systems, best practice renewal processes and experienced service experts support you and your partners with insightful service revenue management. Our service platform checks configuration, service coverage, user behaviour and renewal periods and creates an optimised and verified quote. Not only are deadlines and service levels verified but also the possibility of bundling existing supplementary agreements into the tender.



## *Service and coverage optimisation*

Service revenues are not only an excellent tool for customer retention – they further provide a good opportunity for up- and cross-selling (e.g. up-selling service level from a reactive to a proactive premium service, etc.). Service and coverage optimisation thus permanently and sustainably increases the customer lifetime value of existing customers.

Our IT systems and our service experts provide continual support in recognising and realising such up-/ cross-selling opportunities and ensure that your customers receive contract coverages tailored to their profile and needs.



## *Warranty conversion and renewal management*

Usually between 120 and 90 days prior to contract expiration, customers receive a verified quote optimised to their profile (either proactively or automated). In line with the renewal processes of our customers, our service experts then ensure that contracts pending are renewed on time.



## *Analytics and data insight*

Are you optimally hedging your existing customer potential? How high are your renewal rates? How long are your renewal sales cycles? What is the true customer life time value of your customer base? Are your recurring revenues optimally cared for when renewed via the channel? What do you know about your customers' usage? Do you regularly receive market feedback? How satisfied are your channel partners? Is your pricing policy correct? Do you generate new business leads from your existing business?



Through annuity management analysis and data analytics, you will benefit from valuable customer feedback and sales insights. Keep in mind for annuity management it's true to say that 'satisfied and well served customers remain even after the end-of-life loyal customers.'

### **Annuity Management Group**

We are the experts in service revenue management – through our service you increase your recurring revenues, benefit from higher customer retention and significantly higher profits: [www.annuity-management.com](http://www.annuity-management.com)

Our expertise, our technology and our focus are your advantages!