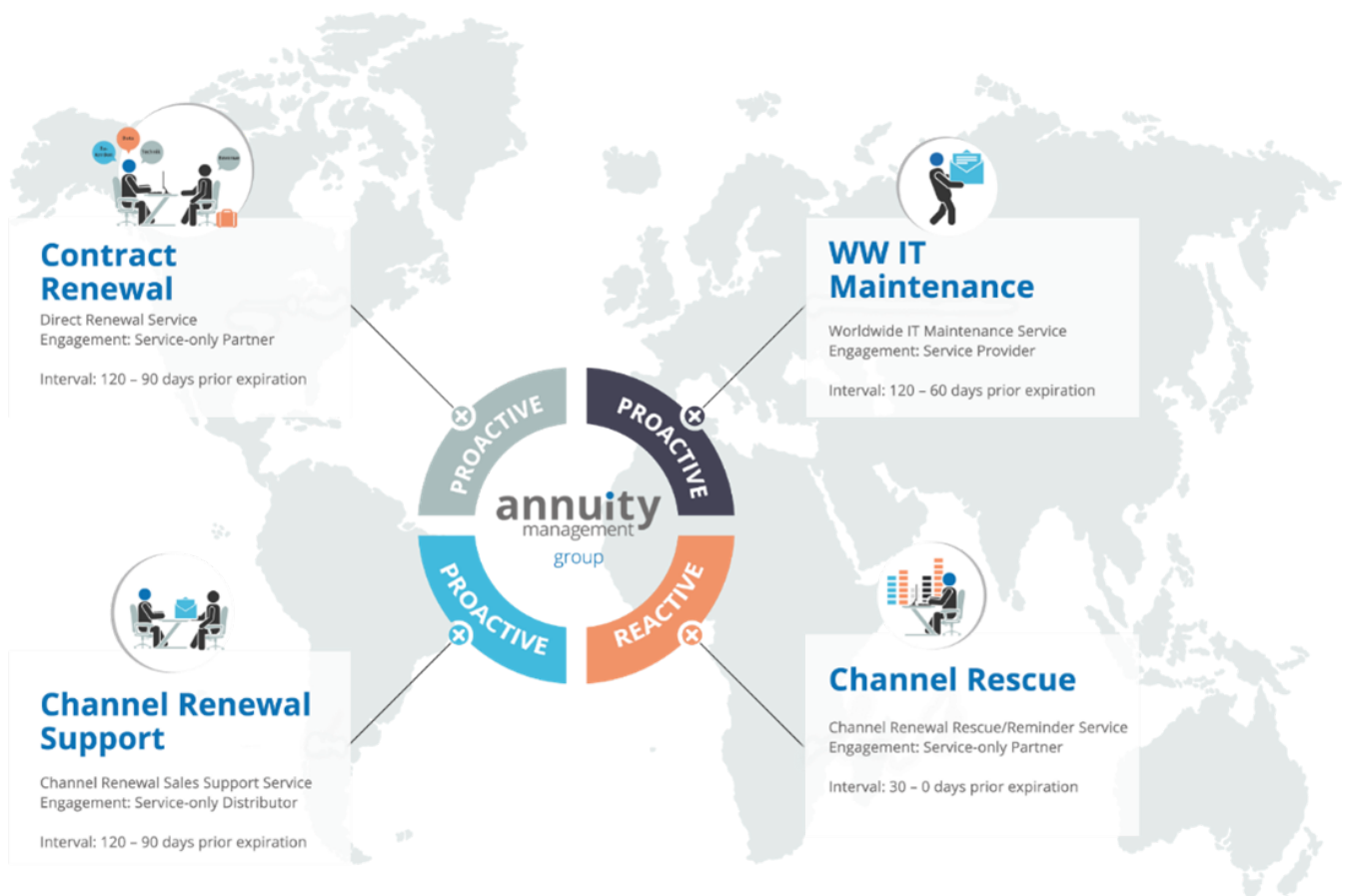


## Annuity management solutions tailored to your sales strategy

### **DIRECT VS. INDIRECT SOLUTIONS FOR CONTRACT RENEWAL**

We differentiate between direct and indirect annuity management solutions in line with our customers' sales strategies. In the former, we are in the position between manufacturer and end customer and support the customer as a service expert in all aspects of contract management. In our indirect channel solutions, we take on the role of a neutral service-only provider and have the interests of both the manufacturer and the partners in mind.

This means that your customers, whether directly or indirectly supported, receive a proactively tailored and optimised offer between 120 and 90 days before expiry of the contract (marked as "pro-active" in the following diagram). End customers who have not received an offer from their channel partner by a trigger date defined by the manufacturer will be contacted as part of our renewal reminder service. In this case we speak of a reactive solution – it is about rescuing the expired contract. This puts us in a position to offer our customers comprehensive service revenue lifecycle management – whereby every successfully renewed contract can be renewed up to four or five times over its entire lifetime.



### **About the Annuity Management Group**

The Annuity Management Group specialises in revenue life cycle management and customer success management solutions for technology manufacturers. As a highly specialised independent service provider for recurring revenues ("annuities"), Annuity Management AG offers complete proactive and reactive end-to-end solutions for the support and optimisation of service revenue management.

For more information, see [www.annuity-management.com](http://www.annuity-management.com)