



COMMUNICATING AND QUANTIFYING THE VALUE OF SECURITY SOLUTIONS TO FUEL REVENUE GROWTH

EXECUTIVE SUMMARY

Articulating the business value of security solutions can be difficult, however with today's frugal buyer, if you as a solution provider fail to clearly communicate and quantify the value to your prospects, opportunities and revenue will slip. Not having a method to quantify realized value post-sale and your renewals will downgrade or churn and expansion growth will stall.

This is why the team at SPHERE Technology Solutions turned to Genius Drive to help codify the differentiating value story, and create the capability / maturity and financial justification tools to help sellers quantify the business value to frugal executives and buyers. This helped the team develop more consistent value outreach, discovery, engagements and business cases, driving incremental opportunities, reducing stalled deals and improving revenue growth.

CHALLENGE

Responding to clients' need to justify the purchase of security software to their executives, the team at SPHERE Technology Solutions pulled together a quick ROI model to estimate the financial impact the solution would have on reducing the labor to better manage and protect enterprise identities, policies and data.

The model was used to help support business case requests, but fell short on:

- Not articulating a compelling value story to go along with the metrics and numbers, to add context, color and credibility to the results.
- Not fully capturing the differentiating value and business case elements important to executives, focusing more on the a couple of time-saving, tactical benefits.
- Not factoring in the customers current capability and maturity into tuning the results.



Company: SPHERE Technology Solutions



Industry: Security Software.



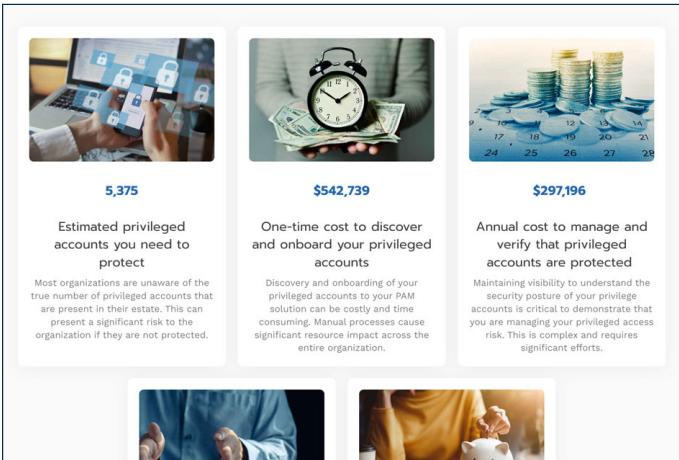
Business Model: Delivering SaaS security solutions to better manage, monitor and protect enterprise identities, policies and data.

<https://sphereco.com/>



Genius Drive helped us codify and clarify our value messaging for each target persona and significantly refine our security ROI and capability / maturity models, empowering our team to better articulate our unique value, accelerate buying decisions and improve win rates.

– **JAMES WILDE,**
GLOBAL HEAD OF SECURITY STRATEGY, SPHERE TECHNOLOGY SOLUTIONS







RESULTS AND BENEFITS

Leveraging Genius Drive, SPHERE Technology Solutions was able to:



IMPLEMENTATION PROCESS

The team at Genius Drive worked with SPHERE Technology Solutions' marketing and sales teams to:

-  Research the challenges faced by specific buyer personas and the impact on their business.
-  Create a value story to connect with these persona challenges and articulate the differentiating value of SPHERE Technology Solutions.
-  Created a capability and maturity model to help guide customers through progressive improvements in identity and data hygiene.
-  Update the ROI model to make it more comprehensive in scope, relevant to all buyer personas and more impactful by including value storytelling in the mix.

DETERMINE FOR YOURSELF HOW A VALUE-CENTRIC APPROACH CAN REVOLUTIONIZE YOUR BUSINESS STRATEGIES AND OUTCOMES.

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