

Recurring Revenue Enablement

Background

Teradata's transformation to a customer-centric organization required a subscription-based services model that legacy enterprise software could not support.

Challenges

- Complex, global IT ecosystem in need of consolidation and updates combined with organizational fear of "big bang" systems delivery.
- Internal perception/resistance that CPQ would be slow, expensive, and hard to use.
- Inefficient and often inaccurate sales renewal process.
- Long, complex sales cycles with high-value purchases involving large teams.

Solution

Transformation to subscription-based offerings powered by Salesforce CPQ.

Results

- Long-term CPQ roadmap for technologies that support a modern, customer-centric SaaS enterprise.
- Reduced renewal manager workload through improved efficiency and accuracy of contract renewals.
- Visibility into mid-term contract amendments.
- Future renewals are now aligned with mid-term amendments, which enables Sales to focus on closing new clients.
- Improved forecast accuracy.

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Industry
High Tech

Organization Size
Enterprise - \$1.9B in Revenue;
8,500 employees

Products and Services

- Salesforce CPQ
- Salesforce Sales Cloud

Key Differentiator

Argano specializes in designing and implementing complex, multi-stage recurring revenue enablement solutions.