

# Tech Talk

How to Increase Your Cloud Services Margin

# Customer Journey



# Cloud Packages



Develop Cloud Packages to  
Automate Service Delivery

# What are Cloud Packages?



Pre-defined



Pre-scoped



Fixed Price

# Increase Automation, Decrease Cost



Marketing



Sales



Procurement

# Marketing Impact

- Transform the methods of marketing.
- Develop high output > low touchpoint marketing scheme.
- Implement automation around marketing.
- You're able to...

Reach more prospects with less effort!!!

# Sales Impact

- Define and streamline sales process.
- Automate more of the sales process:
  - Website
  - Integrations
  - Forms
- Sales reps are more equipped.

# Procurement Impact

- Completely automate portions of deployment!
- Remove any bottlenecks.
- Greater access to “built-in” services

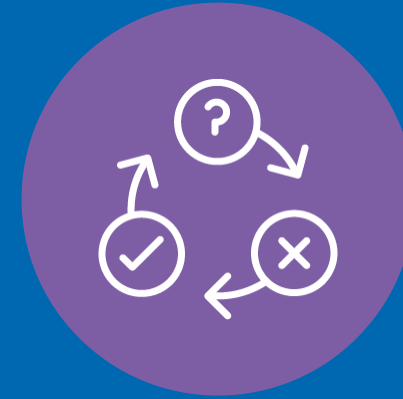


# What Does This Allow Me To Do?



Decrease

Cost to Acquire a Customer



Increase


Repeatable Process

# But what about....

- Customer Onboarding
- Service Delivery
- Billing
- Renewals
- More...

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