

WORKSHEET 12.3



Service Attach Rates from the Navigator

Market Segment	Your Services	Traditional Resell Offering	Managed Services Offering
Typical Buyer			
Market Size & Competition	Pre-sales consulting opportunity: (i.e. Requirements development, POC implementation, planning services, etc.)	10-15% of total system price (For SMBs, mostly at no-charge)	10-15% of total system price (For SMBs, mostly at no-charge)
Customer Benefits			
Sales Cycle	Implementation services opportunity: (i.e: installation, configuration, data migration, etc.)	25-50% of total system price	10-20% of 3 year subscription price
	Managed Services opportunity: (i.e. monitoring, break/fix support, help desk, patch management, backup/DR)	NA	~ \$550 Per month / per system

- Average Sales Price of the Solution
- Partner Services assumptions

As a Service Monthly	Basic Service	Total Contract Value @ 36 mos	Pre-/Post-sale Services
SMB	\$1,000	\$36,000	\$9,000/Implementation \$550/month managed services
Mid-market & Dept. Enterprise	\$1,000	\$36,000	\$18,000/Implementation \$550 month managed services