CASESTUDY

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

SPHERE

Industry: Security Software.

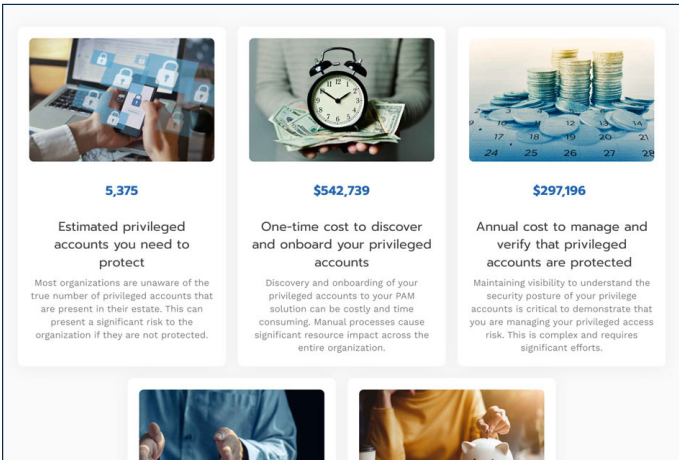**Business Model:** Delivering SaaS security solutions to better manage, monitor and protect enterprise identities, policies and data.

https://sphereco.com/

5,375

Estimated privileged accounts you need to protect

Most organizations are unaware of the true number of privileged accounts that are present in their estate. This can present a significant risk to the organization if they are not protected.

$542,739

One-time cost to discover and onboard your privileged accounts

Discovery and onboarding of your privileged accounts to your PAM solution can be costly and time consuming. Manual processes cause significant resource impact across the entire organization.

$297,196

Annual cost to manage and verify that privileged accounts are protected

Maintaining visibility to understand the security posture of your privilege accounts is critical to demonstrate that you are managing your privileged access risk. This is complex and requires significant efforts.

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.

RESULTS AND BENEFITS

Leveraging Genius Drive, SPHERE Technology Solutions was able to:

Accelerate the customer engagement pivot from a product-focused to a more value-centric approach

Standardize value story messaging and framework for marketing and sales alignment

Deploy a capability and maturity model to help with discovery and assessments

Deliver a more effective ROI model to inspire buyer action and motivate quicker purchase decisions

Significantly reduced stalled deals and deals lost to "do nothing

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

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SPHERE

GENIUS DRIVE
Inspired Value Storytelling