

LEVERAGING TCO SAVINGS AND BUSINESS VALUE TO ACCELERATE COMPETITIVE WINS



Industry: Data Analytics / Business Intelligence / Automation



Business Model: SaaS Analytics Platform replacing spreadsheets and legacy analytics workflows



www.savantlabs.io



EXECUTIVE SUMMARY

Savant Labs delivers a modern analytics platform designed to replace manual spreadsheet workflows and legacy analytics tools. While Savant consistently won technical evaluations, the team faced a familiar competitive challenge when selling against established platforms like Alteryx.

Technical success alone was not enough to consistently inspire business leaders to act. Deals often stalled during executive review, where buyers struggled to justify change beyond tooling comparisons. Without a clear articulation of total cost and business value, opportunities slowed, discounts increased, and competitive momentum was harder to sustain.

Savant Labs partnered with Genius Drive to move beyond pure TCO comparisons and introduce a **Total Value of Ownership** approach, combining cost advantages with quantified business impact. This shift helped accelerate deals, reduce discounting, and win key competitive opportunities.

CHALLENGE

Savant Labs faced several challenges as deals progressed from technical validation to executive decision-making:

- Strong technical evaluations were not converting quickly enough into closed deals.
- TCO advantages versus Alteryx were not consistently articulated or defended.
- Business leaders were not inspired to change without clear, quantified value outcomes.
- Deals stalled late in the cycle or required discounting to win competitively.

Savant needed a way to credibly quantify not just cost savings, but the broader business value of moving from spreadsheets or legacy analytics platforms to Savant Labs.



RYAN BANKHEAD,
HEAD OF SALES, SAVANT LABS

We were winning the technical evaluations, but deals were still slowing down when executives entered the conversation. Genius Drive helped us solidify our TCO comparisons, and moreover, clearly articulate the full business value of Savant Labs in live customer deals.

SOLUTION

Genius Drive engaged with Savant Labs through a **Value Kickstart Program**, providing fractional value consulting services focused on live, in-flight deals.

The engagement included:



Deep discovery across five active customer opportunities to understand current-state analytics workflows, costs, and inefficiencies.



Creation of customized business value assessments and TCO analyses for each opportunity.



Development and delivery of executive-ready customer presentations to clearly communicate both cost savings and business impact.



Creation of a repeatable business value framework and presentation template for ongoing use across future deals.

This hands-on approach helped Savant shift from feature and tool comparisons to outcome-driven, value-based conversations with business leaders.



RYAN BANKHEAD,
HEAD OF SALES, SAVANT

The Value Kickstart program directly helped us win important new business, accelerate deals, and protect pricing. Just as importantly, it changed how our team thinks about value and how we engage with business leaders.

RESULTS AND BENEFITS

The Value Kickstart Program delivered immediate and lasting impact:



Helped Savant Labs win **key competitive deals** engaged during the program.



Accelerated deal cycles by enabling executive-level justification earlier in the process.



Reduced reliance on discounting by clearly articulating Total Value of Ownership.



Supported **higher AUP** through stronger value-based positioning.



Reinforced a value-centric mindset across sales and customer engagements.

Savant Labs emerged with both near-term wins and a scalable framework for value-led growth.

