

TPS Pricing RapidTrack™ V2.0

Strategic Pricing Intelligence for Technology Professional Services

Value and Pricing Partners, LLC

Commitment to Profitable Growth



SERVICES EXCELLENCE
ALLIANCE PARTNER

Professional service (PS) firms have a tough assignment: convince customers to pay for their hard won expertise. But with ongoing feedback from sales saying your rates are too high, how do you know your prices are fair both to your customers and to your bottom line? How do you know that your policies and practices are supporting your efforts rather than contributing to customer price sensitivity? What changes could you make now to improve business results?

TPS Pricing RapidTrack™ provides business leaders with easily accessible, actionable and affordable strategic pricing intelligence that includes

- Custom reporting comparing your rates and practices to 25 other PS firms in 35 countries¹
- List and contract rates for onsite, offsite and offshore resources
- Rate trends from 2009
- Segmentation by sector, financial performance or business model
- Policy vs. discretionary discounting practices
- Pricing authority and control systems
- Sales structure, capabilities and incentives
- Use of pricing analytics
- Pricing leadership practices
- Expert review of your situation
- Utilization options that include action plans, training and implementation workouts

Built on a Solid Foundation

TPS Pricing RapidTrack™ has been designed and built in partnership with the TSIA², and is based on the association's PS

TPS Pricing RapidTrack™

Strategic Pricing Intelligence for

- Reducing unnecessary discounting and revenue leaks
- Identifying opportunities to capture higher prices & margins
- Reducing customer price sensitivity
- Improving pricing effectiveness of sales and channels
- Measuring the impact of trends like the cloud shaping TPS pricing
- Determining the financial viability of entering new markets
- Demonstrating price acceptability to sales and customers
- Identifying shortcomings of pricing policies and controls

¹ 2010 RapidTrack analysis was based on 25 firms

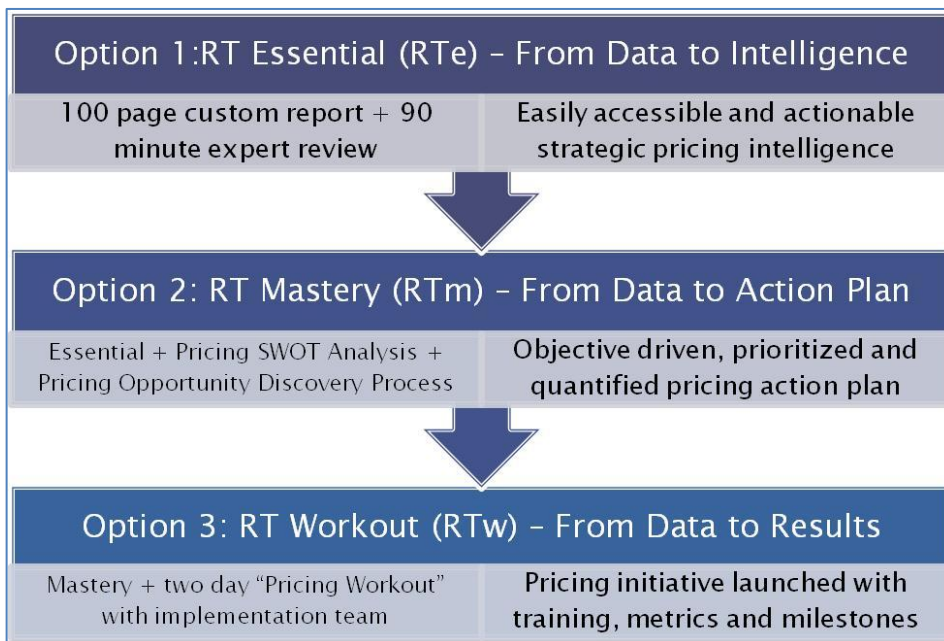
Market Rates Study (MRS). Now in its fifth year, the MRS is an unparalleled study of global professional services rates and pricing practices in technology companies. Sampling for the study comes from the 100+ PS members of the TSIA, including leading companies in many tech sectors.

The value of the data is sizable. The EVP of Professional Services at one firm is quoted as saying the data alone “justified the investment in the TSIA membership”. No surprise, since a 1% increase in price capture can translate into an 8% improvement in operating income for the typical TSIA PS firm³.

Value and Pricing Partners, LLC, developers of TPS Pricing RapidTrack™, have extensive pricing experience and serve as adjunct faculty for the Institute for Study of Business Markets at Penn State, and the Center for Services Leadership at Arizona State Universities. Our recent paper, *Profitable Pricing in Professional Services*, was published in *The Journal of Professional Pricing*.

TPS Pricing RapidTrack™ Options

How can you best utilize the strategic pricing intelligence in RapidTrack? That’s up to you. We offer three options: Essential, Mastery and Workout.



To Learn More

TPS Pricing RapidTrack™ is exclusively available from Value and Pricing Partners, LLC. Call 303-495-3063 to schedule a discussion about how improved strategic pricing intelligence can benefit your firm. Or email Tim Matanovich, tim@valueandpricing.com.

² Technology Services Industry Association is the leading industry association focused on business services supporting high technology, including professional services, support and maintenance, field support and training. Sectors represented include software, hardware, and telecommunications among others. www.tsia.com

³ TSIA PS Benchmarking Study, 2009.