

## Go To Market SaaS Readiness for Software Companies. *Accelerated.*

### Is This Your Software Company?

Most software companies have already begun evaluating, implementing, or have gone to market with a Software as a Service (SaaS) offering. If you are like the other 400 companies Mural Consulting has helped through this process, you may be facing similar challenges as these.

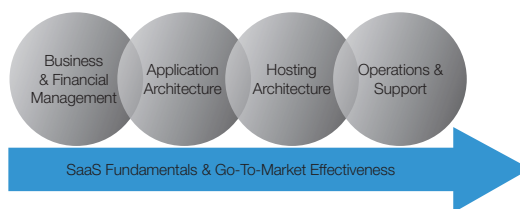
<b>Lacking SaaS Knowledge</b>	Are you questioning if you should or how you can successfully market a SaaS offering? Have you been introduced to the Mural Consulting 40 Key Success Factors™ that can be your roadmap to success with SaaS?
<b>Declining Customer Retention</b>	Are your existing customers discovering more agile and innovative solutions to their business problems? Is your market changing faster than your software? Is your customer satisfaction trending the wrong direction?
<b>Shrinking Profits</b>	Do you <i>fully</i> understand how selling SaaS can be used to <i>lower your costs</i> in sales, product development, and operations?
<b>Losing Sales to Competition</b>	Are your prospects purchasing competitive SaaS offerings due to decreased implementation time, pricing flexibility, easy test-drive or trial, low upfront commitments, or other factors?
<b>Uncertain Revenue Prediction</b>	Is an inability to accurately predict revenue and expenses keeping you from meeting your business growth goals? Are you challenged with budgeting necessary funds to meet your objectives?
<b>Drawn Out Sales Cycle</b>	Is the length of your sales cycle lowering your profits, keeping customers from ultimately buying, or creating costly turnover with your sales people?

### You Can Overcome These Hurdles

Mural Consulting helps Service Providers just like you overcome these challenges. Mural is the global market leader providing SaaS enablement services for Service Providers and Software Companies with the Mural SaaS Maturity Framework™. You will save enormous amounts of time, money, misguidance, and wasted efforts by utilizing this framework for optimizing all of the critical areas of your SaaS business.

### The Difference - The Mural SaaS Readiness Framework™

The Mural SaaS Maturity Framework™ is the product of over 400 successful SaaS business implementations. It consists of 40 Key Success Factors™ within 5 Key Process Areas™. Your company will be initially scored in relation to your maturity for each critical Key Success Factor™. Your SaaS journey continues with detailed prescriptive guidance designed for advancement in maturity in each Key Process Area™. Progress is guided by experienced Mural professionals, and your progress is monitored and recorded through our Online Self Assessment. **If you are considering or have begun to offer a SaaS business model, contact us to understand how the Mural SaaS Maturity Framework™ can accelerate your success.**



## SaaS Business Design Session (BDS) Overview

### The Mural Process

Developing, operating, and growing your SaaS business model requires careful planning, SaaS knowledge, and agile execution. Our unique process enables SaaS businesses to get to market faster and with far less investment than they can on their own. Not only do we have the unparalleled experience of helping 400 other companies like yours succeed with SaaS but we also provide invaluable perspectives and validation of your business as outside SaaS experts looking in. Once you have made the decision to partner with Mural as your SaaS enablement partner, the process is as easy as 1, 2, 3...

#### Step 1: Online SaaS Readiness Assessment

First we will assess your current SaaS go-to-market readiness using our secure SaaS Online Self Assessment system. A report with your benchmark maturity grade and detailed advancement recommendations for each Go-to-Market Key Success Factor™ will be created. We will arrange for a tele-consultation to discuss your results and prepare for a customized in-depth strategy session.

#### Step 2: Customized Business Design Session

Based on the results from the online assessment and a tele-consultation, we will develop a customized in-person Business Design Session (BDS). This engagement will focus on the eight critical Go-to-Market Key Success Factors™. The interactive two day BDS will be conducted by a qualified SaaS Enablement expert at your location or ours and will include the relevant key stakeholders from your organization. The outcome of the BDS is a prioritized action plan that when executed will increase the maturity of your SaaS Go-to-Market effectiveness in each of the Key Success Factors™.

#### Step 3: Execution of Action Plan and Continued Involvement

To ensure your optimal success in SaaS, it is essential to follow through with completion for each action item in your customized action plan. As you begin to complete each action your SaaS business will begin to mature. The SaaS Online Self Assessment will enable you to track your progress and keep on track with reaching your next maturity goals. Depending on the strengths and available resources of your organization you may request additional help with services such as software development, creating and executing creative marketing campaigns, hosting services, business planning and financial plan development, white glove customer support, or capital acquisition. Through our internal resources and certified partnership program we would be happy to provide more information on these additional services.

#### Next Steps

Please contact us to learn more about how Mural can help you achieve your SaaS goals. We will be happy to provide you with any additional information you require to quickly determine if a BDS is a good fit for your organization. We promise to streamline the evaluation process so that you can make the decision to get started with Mural Consulting or if there is not a fit, to carry on with your affairs with minimal time investment. Thank you for your consideration.



## Contact Us

If you'd like to learn more, please visit [www.muralconsulting.com](http://www.muralconsulting.com). If you'd like to speak further with the Mural team about how we can help you achieve your SaaS objectives, please call 703.955.3065 or email us at [info@muralconsulting.com](mailto:info@muralconsulting.com).