

Go To Market SaaS Readiness for Software Companies Accelerated.

Is This Your Software Company?

You took the plunge into SaaS and have a good SaaS offering, but things aren't happening the way you planned. You know you have a good product, but something isn't right and you can't put your finger on it. If you are like the other 400 companies Mural Consulting has helped, you may be facing challenges similar to these.

Lack of Opportunity

You're not alone, demand generation is a completely different phenomenon in SaaS and many companies face this problem. An expertise in demand generation for on-premise solutions doesn't mean an expertise in SaaS. Don't worry, your customers are out there, they just don't quite know how to find you. Our Demand Generation programs will help the right people find you and drive prospects.

Opportunity, But No Sales

Do you have plenty of web traffic but low sales? We can help you develop marketing personas to target your true customers, provide a web-centric experience that allows your customers to self-qualify, and create a trial or guided demo that will increase perceived value. We can help you get the right people to your site and allow prospects to start realizing value sooner so more of them turn into customers.

Sales, But Low Customer Satisfaction and Churn

Not many repeat buyers? Sometimes a solution needs some adjustment to really fit your customer's needs. Sometimes customers aren't seeing the real value due to usability issues, and sometimes the support and guidance early in the customer life-cycle is low, which leads to low adoption. We can help you show your customers how great your offering is from the beginning so more people buy and more people stay.

Everything Seems Fine, But Always Looking To Improve

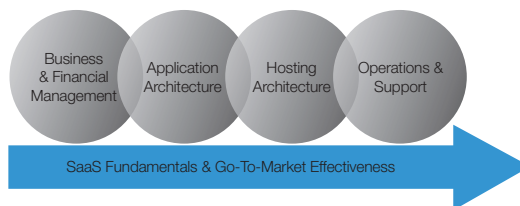
The world of SaaS is still new, and even though it feels like you're doing pretty well, you'd still like to compare your processes to others. Maybe there are ways to improve your offering that haven't occurred to you or maybe you're too close to see them.

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. 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.

Account Executive Name

Title

Phone

Email

