

Implementing a Renewals Platform

What you need to know

The resources, timeline and actions required to deploy
a purpose-built renewals management platform.

Introduction

Your business has decided that its renewal business is a priority, and will benefit from a dedicated platform. But before you dive in, you need to know what the implementation process will be.

How does your business need to prepare, and what resources will be necessary to get the system set up and running smoothly?

This ebook is a step-by-step guide to implementing/deploying a purpose-built renewals platform. It will help prepare an executive level audience with the resources and timeline required, and the best practices to ensure success. It addresses:

People – Who should be involved in the implementation?

Systems, Data & Security – What data currently exists and where is it located? How do you need to prepare your existing data?

Business Workflows, Use Cases & Processes (Current & Future) –

What are your existing renewals workflows? What does success look like for your transformed renewals business?

Budget for Implementation – Are funds allocated correctly to see it through to completion?

Operational Impact – How will this implementation process impact your business operations?

Channel Partners – How do you bring your partners up to speed on using the new system?

Project Planning – Will your vendor guide you through the implementation? What will the process entail?

Return on Investment – How long will it take to see ROI from the system?

Before any implementation can begin, it's important to put in place the keys to success. To set the stage for an optimized, highly efficient renewal business, you first need to consider the people, systems and data, processes and budget that will tie into the implementation.

People

An Executive Sponsor & the Implementation Team

The first question to answer is who will own and drive the implementation? It's important to identify an **executive sponsor** – a senior level leader who understands the benefit of the system and can drive the implementation team to success.

The executive sponsor will be accountable for financial targets, and overall management of the implementation process and teams.

The size of the **implementation team** will vary by organization but typically ranges from two to fifteen or more people. Individuals should be identified early on to fulfill specific functional roles on the implementation team, which usually include:

Business Project Manager

Plans the implementation schedule, coordinates team members, and makes decisions about workflows, discounts, access.

IT Project Manager

Oversees the data integration into the renewals automation platform. Most companies will budget internally against this role.

User Representatives

Provide guidance about how the system should be implemented to make it functional and efficient. Representatives often include sales reps, sales managers, and operations staff.

Delivery Representatives

Provide insight into systems integrations and workflow.

Project Support

Planning, managing, budgeting.

Marketing Representative

Ensures the user experience is in-line with corporate strategy.

Systems, Data & Security

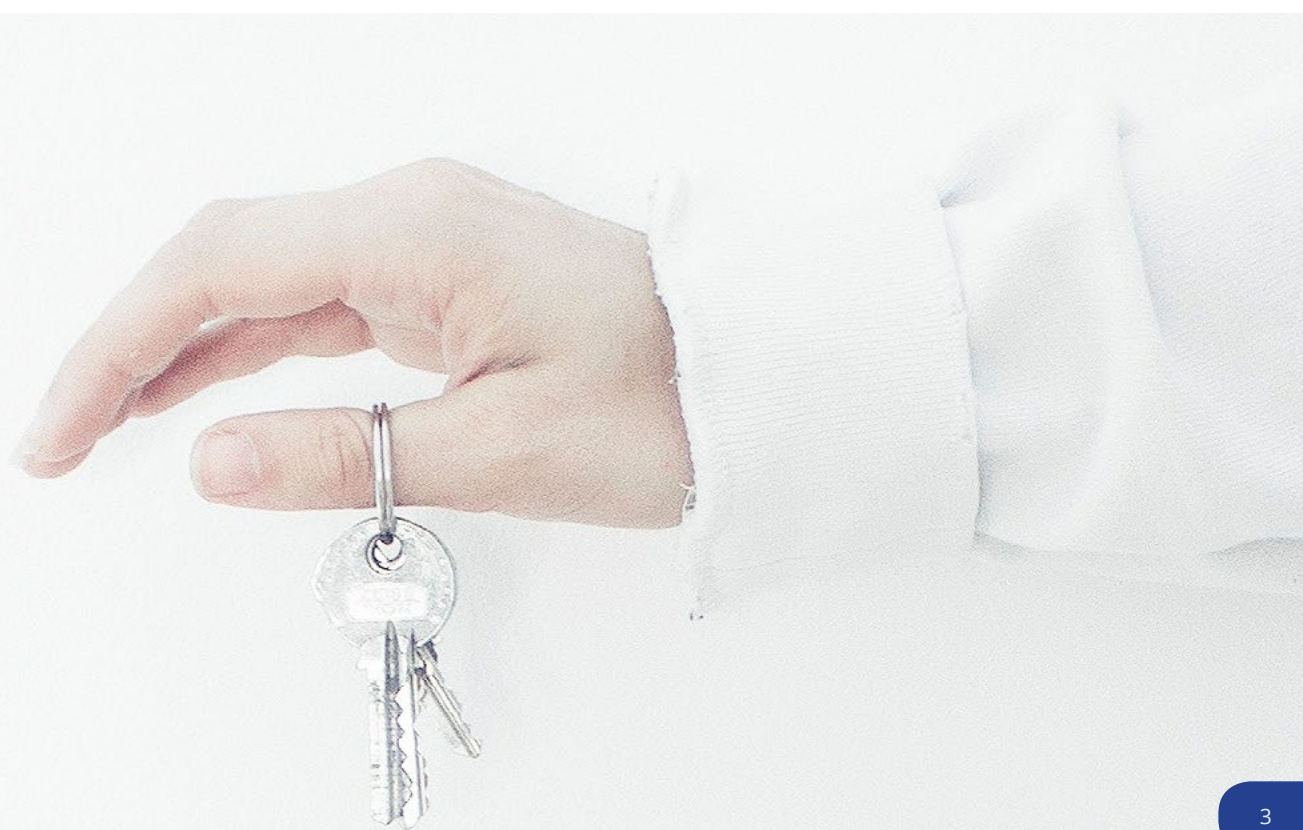
The 3 Key Ingredients for Success

Ensure Your Systems Are Ready, As Well As Any Partners

To prepare your systems for implementation, the most important steps are to:

1. Identify all of the systems where your data resides.
2. Document your company's security policies.
3. Document policies for data transfers.
4. Define who is responsible for collecting and preparing data.
5. Identify partners who have their own renewals platform and determine whether integration will be necessary.

All of this information regarding the current status of your existing systems will be needed during implementation, and having it prepared in advance will help make the implementation process more efficient.



Understand Your Data Now, & Define What it Should Look Like Post-Implementation

Your company's renewal business data is integral to the success of any renewals management system. The renewals platform vendor will work closely with you throughout the implementation process to ensure your data is prepared for optimal success. This process will include:

1. Understanding the current state of your data
2. Defining the current data issues that need to be resolved
3. Determining your data requirements. What data (fields, elements, etc.) do you need to manage your business?
4. Document where your data currently resides.
5. Understand how your data is formatted, and how flexible it is.
 - a. Has data been standardized?
 - b. Can data be enhanced? If so, what modifications to which system need to be completed?
6. Identify what data exchange is needed with existing CRM, CPQ and ERP systems.
7. Data may need to be cleansed. This can include de-duplication, standard field mapping to auto-correct errors, replace missing field information or remove irrelevant information even data augmentation.

As with any system that relies heavily on data, the quality of what goes in relates directly to the quality of what comes out. By doing the work up-front to ensure your company's data is properly prepared, you can be up and running with an renewals platform that will return positive ROI quickly following the implementation.

Much like other XaaS products, the data within your renewal platform will always remain your intellectual property.



Security

Before starting an implementation, you should ask your renewals platform vendor about their security policies and capabilities. iasset.com is hosted on [Microsoft Azure](https://azure.microsoft.com/)[®], which is built on industry-leading security measures and privacy policies. The Azure infrastructure is resilient to attack, safeguards user access to the Azure environment, and helps keep customer data secure through encrypted communications as well as threat management and mitigation practices, including regular penetration testing.

Business Workflows, Use Cases & Processes (Current & Future)

When you have a clear understanding of the current state of your renewal business, as well as clear goals for how you want your transformed renewals business to function, your vendor can work with you to ease the transition and optimize your success. To achieve this, you should prepare for implementation by:

Documenting all existing renewals workflows, use cases and processes

What is a “day in the life” of your data? How does your team process a renewal from start to finish (identifying, managing, ordering, etc.)? How does this compare with best practice that is being delivered in the platform?

Documenting what success will look like post-implementation

What do you want to achieve with your renewal business? (e.g., Accelerate renewal time, increase automation, etc.)

Using this information, your renewals platform vendor will work with you to design and map your goal future state.

Budget for Implementation

A key piece of any significant implementation is ensuring that the funds are allocated to see it through to completion. At pre-implementation, it will be important to discuss:

- Allocation of the budget for the project for both the external vendor as well as any internal resources.
- What is the best timeline from a budgeting perspective? How much potential revenue is being lost each day that budget is not allocated? When is the ideal start date?

When considering budget decisions, it's important to know that for implementation with iasset.com, most companies can expect to begin recouping costs after just a few months of use.



Business Operations Impact

There may be some questions about the impact this implementation may have on existing business operations.

In order to minimize disruption, it's helpful to address several considerations when establishing an implementation timeline:

1. When is an ideal time for implementation that won't overlap your company's busiest month/season/etc.?
2. When will people involved in the implementation team be available? Should you avoid common holiday or vacation times?

It is also important to think about the longer term impact to operations from the gains in efficiency that a renewals platform will deliver.

How will you use those gains? Will the change in processes and greater efficiency have any impact to your current team or require a change in skill sets?





Bring Your Channel Partners Onboard

Your channel partners will also benefit from your new renewals platform.

Introducing your partners to the new system will be a process of educating and onboarding. To ensure a smooth process, it's helpful to establish a clear channel partner strategy for post-implementation by identifying:

- How will you engage with channel partners using your renewals platform?
 - » Integration to partners using an existing partner/portal platform?
 - » For partners with no platform, do you want a portal for your partners to self-serve? Or do you want to control the process and push the system to the partners?
 - » Do you want to allow your partners to subscribe to an API for their renewals?
- How can you improve your relationships with channel partners for a better renewals outcome?

Have a Comprehensive Project Plan

The renewal management platform vendor will work closely with your business project manager and IT project manager to develop a comprehensive project management plan for the implementation. iasset.com follows a 5Ds approach as outlined by the Project Management Institute:

DISCOVERY

We identify your current systems, data, and processes.

DEFINE

Document goals for post-implementation.

DESIGN

Create the processes and workflows for your new renewals platform.

DEVELOP

Build out the platform, introduce your installed base data, and integrate other systems.

DEPLOY

Go-live. Training and educating staff to use the new platform.

The project plan is key to maintaining a consistent and strategic implementation process from the beginning through to the launch date, and later.

Where's My ROI?

So what's the bottom line, how long will it really take to see a return on your investment?

Beginning the implementation with a clear understanding of your renewals issues and challenges and defining your goals for improving your renewals management will allow your company to see the return on investment from implementing a renewals platform. Your ROI will depend on your goals for the system, however all customers will achieve:

- Increased revenues
- Reduced costs
- Increased efficiencies

Most iasset.com customers achieve ROI within three months and all customers within 6 months from their go-live date, which is largely the result of how easy we can make the implementation process.

Let's Get Started

Throughout the implementation process, iasset.com will provide you with our deep experience and proven processes, and can advise you how to optimize the implementation based on our experience. The implementation process is unique to every company, and iasset.com tailors our process to meet your company's unique needs and goals.

Rolling out a renewals management platform is a straightforward process. By following a detailed project plan and working closely with your IT teams, we can have your system up and running in as little as 90 days.

Now that you know what to expect, we're ready to help you get started. [Give us a call today](#) to discuss how [iasset.com](#) can help your business optimize its renewals management.

If you're looking to implement a robust, efficient and effective renewal strategy, or would like to have your current processes reviewed to assess whether you are operating using best practices, iasse.com has dedicated consultants who have experience helping several Fortune 500 companies deploy models that have helped deliver better renewal and on-time closure rates, and increased revenue from renewals.

By minimizing wasted activities and streamlining tasks, the iasse.com technology solution simplifies and automates renewal processes to deliver successful outcomes such as increased revenue, lower operational costs and better customer engagement.

Contact us today at iasse.com to learn more about our consulting and technology solutions.

About iasse.com®

iasse.com® is the leader in revolutionizing global IT channel efficiency. Our cloud-based platform helps reduce complexity and increase revenue for our customers each day. iasse.com® empowers the entire IT channel ecosystem – from vendors, distributors/ aggregators, to service providers and value-added resellers. We accomplish this by automating the product lifecycle for any type of product or service – including cloud consumption and subscription contracts, and hardware or software maintenance renewal contracts. As a result, our customers achieve superior business outcomes including faster and more streamlined processes, compliance, added intelligence, cost savings and the ability to service their own channel and customers more effectively.

Today, iasse.com® manages over \$20B worth of assets in more than 150 countries, and continues to be the solution of choice for leading technology organizations.

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