



The
Gantry
Group

ROI & TCO Selling Tool Kit



Proving ROI can shorten your sales cycle!

Gantry Group is a strategic advisory firm with a focus on quantitative technology benefits analysis.

Gantry Group's ROI/TCO Suite ensures a systematic approach to understanding the vital components and quantitative benefits your customers gain by investing in your offering. We develop comprehensive, customized ROI tools, case studies, and training to empower your sales force for persuasive demonstration of proven returns realized by customers who invest in your solution.

Gantry Group's ROI/TCO Suite is being used by leading technology providers worldwide.

Used to be, that if you had an offering with a unique competitive advantage, you could command a premium. Today, even budgets for differentiated offerings are scrutinized for sound economic value. In fact, successful technology vendors know that proving return on investment (ROI) and lowest Total Cost of Ownership (TCO) are the key components of winning sales processes.

The challenge is developing an objective, credible financial payback tool that helps you build a compelling business case to your prospects. The tool must be detailed enough to offer a high degree of customization for the prospect, but simple enough for your entire sales force to easily use it.

When Palm, Inc. wants to determine the comparative TCO between Palm handhelds and Microsoft's Pocket PC devices, they turn to the Gantry Group.

When Prism Group Ltd wants to accelerate the sales cycle, they turn to Gantry Group for ROI research, tool development and knowledge.

Gantry Group's ROI/TCO Selling Solution

For technology vendors, Gantry Group offers a comprehensive suite of tools, research, case study analysis, and training. Our ROI/TCO suite is a customized solution that includes ROI tools tailored to vertical markets, horizontal applications, and specific products. No pre-populated ROI calculators with dubious "standards" already entered as inputs. No "one-size-fits-all" spreadsheets that only require three external inputs.

Building on years of experience as seasoned executives, Gantry Group has developed a solid, rigorous methodology for developing meaningful ROI and TCO models that are based on the before & after, costs and benefits drivers your customers actually experience when deploying your technology solution. The input nomenclature will be recognized by your customers as the important business performance metrics *they* use to determine the success of your offering – building their trust in you while providing your sales force with a credibility advantage in the sales process.

The ROI/TCO Suite

The Gantry Group ROI/TCO Suite is an inclusive offering consisting of five components: ROI/TCO Profile Report, individual case studies that implement the tool with specific customers, ROI/TCO financial modeling tools with detailed comments throughout, an ROI/TCO White Paper, and on site sales training and training materials.

ROI/TCO Profile Reports document the business metrics and cost drivers that our primary market research has revealed to make the tool meaningful to your customer base. The first step in all our research is to interview and survey your market base to develop and validate the driving revenue and cost variables that will ultimately become the modeling tool. During this phase we also learn about specific quirks in metric measurement and behavior, as well as which metrics are viewed by customers as the most critical. The Profile Report memorializes our findings from this research phase, and can be used to help you develop strategic messaging around the ROI/TCO value proposition that enables your sales force to crisply speak to the tangible economic benefits of your offering.

ROI/TCO Financial Modeling Tools are tested and validated as part of their development. Each input item is commented with examples for entry as appropriate. Our tools are also “smart”, making it possible for certain cost and revenue line items to appear conditionally. When the tool has been fully tested with case study participants, it is available for use via a browser to your website.

ROI/TCO Case Studies are the result of detailed interviews with your customers who can provide data both prior and post-implementation of your solution. These documents are unparalleled testimonials that are much more powerful than a customer statement. Prospective customers can relate to the case study participant’s needs and pain points, enabling deeper appreciation of the economic returns realized by deployment of your technology offering.

ROI/TCO White Papers are detailed reports that describe your offering and the associated costs and benefits required for deployment. Relying on research conducted in earlier phases, Gantry Group aggregates the data to develop solid expected ROI/TCO results, calling out dependencies and other influencing variables. The methodology for the ROI/TCO project is clearly articulated so that a prospective customer reading the paper has no confusion about exactly what metrics were included – and why. Our White Papers serve as excellent marketing materials, particularly suited to accompany case studies.

Sales Training is as important as all the other aspects in the suite because, without knowing how to use an ROI/TCO tool, your sales force has no distinct advantage. Gantry Group senior analysts will conduct onsite or web-based training with your sales force using our example-based documentation materials that will teach them how to question when a customer’s data looks too high or too low, how to explain the underlying assumptions that the tool is based upon, how to collect optimal data from a prospect’s team, and how to develop ROIs that are both reasonable and credible.

About Gantry Group

Founded in 1997 and headquartered in Concord MA, the Gantry Group creates business success through research, identifying and applying critical relevant data that leads to strong, deployable strategies. The Gantry Group delivers to corporate marketers the tools and predictive measurement capabilities that allow them to make informed decisions as they plan & prepare for the market to come.

Through Gantry Group’s custom market intelligence, marketing testing, and ROI/TCO benchmarking service suites, we have helped over 160 client companies drive sales, acquire new customers, increase brand equity, improve customer satisfaction and increase customer lifetime value by better understanding and meeting customers’ needs. Gantry Group benchmarks a client company’s opportunity, competitive landscape and ROI impact of the client’s offering on its target market to distill a quantified, crisply differentiated value proposition for a receptive market. Gantry’s team of seasoned business executives combines deep operations experience with proven strategic planning, research methodology and market intelligence to grapple with the most challenging business goals and problems.