

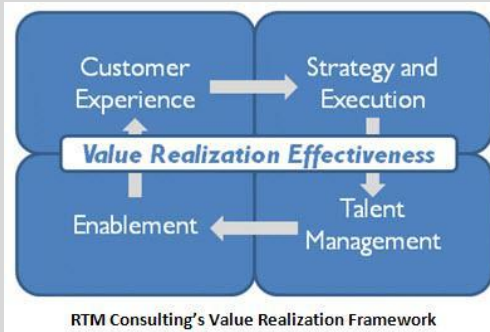
RTM Consulting

The Challenge

Today's increasingly complex technology solutions are making it more and more difficult for customers to adopt all of the available features and functionality and achieve maximum value from their investments. This ultimately diminishes client satisfaction and loyalty, threatening client retention and future revenue streams for technology vendors.

The Solution

RTM Consulting has developed a unique Value Realization Framework to help you develop a methodical, proactive approach for leveraging consultants and services more effectively to drive greater adoption and peak value realization for your clients. We help you assess the value that clients are currently achieving, and create a strategic services roadmap to systematically drive deeper product adoption, value, and differentiation.



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Value Realization Effectiveness

Our mission is to help consulting, professional, and shared services organizations get better at what they do

Who We Are

RTM Consulting provides strategic and operational advisory services to technology companies and other industries to assist them in increasing revenues and growing margins by leveraging consulting, professional and shared services more effectively.

Value Realization Effectiveness – Our Approach

Understanding the Customer Experience

- ▶ With RTM Consulting's Value Realization Framework in place, your consultants will be able to identify more creative opportunities for the user to gain greater benefit from the product. This will naturally lead to new service offerings, improvements to implementation methodologies, and more insightful, valuable input for product management.

Services Strategy to Drive Value Realization

- ▶ We first examine how services are positioned throughout the sales process to understand the value proposition and differentiation that you are currently selling, and to help identify opportunities to better address the process and organizational challenges that clients actually face when using your product. This places you in a much stronger trusted advisor position early in the customer life cycle, leading to increased 'wallet share' across client engagements.

Talent Management

- ▶ A total solution, services-oriented approach to value realization requires resources who can understand the client's operating model, business processes, and end user requirements. We help to identify and staff these resources to better influence customer behavior and direction, and advise on the process and organizational impacts associated with the implementation and operation of your products.

Go to Market Enablement

- ▶ To ensure that your value realization message is clearly delivered and understood both internally and externally, RTM Consulting helps you evolve your message from descriptive to value-based, and to broaden your message and service offerings to address everything your client will need as a result of implementing and operating your technology.