

# License renewals and upgrade management program



- › **Could you increase revenue through a continuous license upgrade or renewal customer contact program?**
- › **Could you reduce customer attrition rates simply by increasing the contact you have with them?**

Many IT companies struggle to maximise revenues from existing customers – particularly from their smaller customers.

License maintenance fees from existing customers can account for up to 60% of a company's annual revenues – yet the majority of the focus from account managers and sales teams is on the largest accounts or working on new business.

The reality is that it's not often cost-effective to dedicate sales people to focus on smaller accounts because the return on investment is too low. It's a catch 22.

**That's why Outsource offers a cost-effective software license maintenance and upgrade management program for IT companies.**

Outsource can contact customers and remind them to renew their license or offer them information or incentives about upgrade options available.

Outsource can even conduct customer satisfaction surveys as we go or hand over larger sales opportunities to an appropriate sales person inside your company.

## The service

Outsource can perform as much or as little of the license renewal and upgrade process as you need. We can:

- › build a permanent, rolling campaign where we call owners of expiring or expired licenses and encourage them to renew or upgrade
- › run a one-off upgrade or renewal program to increase license revenues

- › gather customer feedback to give you market insight
- › call existing customers to cross-sell additional products
- › update customer contact details and license records
- › provide incentive fulfillment and distribution services.

If you need something different, we can custom build a solution that suits your particular requirements.



**By continuously trawling through your database looking for license renewal or upgrade opportunities Outsource can:**

- › **increase your revenue**
- › **reduce customer attrition**
- › **improve the quality of your customer data and**
- › **give you high quality intelligence about what your customers are thinking.**

## Recent programs

Outsource has completed license or contract renewal programs for leading Australian businesses including CA, Sybase, Flexirent, NEC Business Solutions and Orix.

If you'd like to know how we can help you increase revenue from your existing customers contact Adam Benson, managing director, at Outsource on (02) 8272 0800 or email [infonow@outsource.com.au](mailto:infonow@outsource.com.au)

## About Us

Outsource can help if you need new clients, want to reduce attrition from your client base or if you want to do a better job of cross-selling and up-selling.

Our proposition is simple.

Our team of marketing consultants, project managers, data experts, event managers, contact centre agents and designers become your extended marketing and sales support team.

Outsource provides a flexible, scalable resource which can provide as much of your marketing and sales support function as you need.

Whether it's strategic consulting to develop programs and plans that will accelerate sales, or creating sales collateral, events, lead generation and cleaning data, Outsource can create a solution that makes sense for your business.

14 years experience of B2B marketing and sales support and a heritage in the IT industry means Outsource understands how to help companies position and sell complex solutions.

For more information please visit [www.outsource.com.au](http://www.outsource.com.au)

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