"Business Growth Solutions"

THE REVENUE ACCELERATOR™

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From the Editor

Eric Wiedenmann

Welcome to the 40th issue of The Revenue Accelerator™. **Market Development Group** (MDG) aims to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The Revenue Accelerator™ circulation has grown to over 3,500 business leaders worldwide since our first issue was published in 2006. We welcome any suggestions of articles or topics you would like to have included in future issues.

The guest writer in this issue is **Ashis Khan, VP, Business Development at relayr**.

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Six Answers You Should Have from Your Customers to Set Yourself Up for Success in 2018

By: Eric Wiedenmann

1. What sets our company apart from the competition?

There are many competitors – you must know and focus on your competitive advantage if you want to survive.

2. Why do customers purchase our product or service?

Your customers have a myriad of alternate choices. You should know the major reasons why they selected you. (features/benefits, price/value, location, relationships, recommendations, etc.)

3. Would you recommend our company?

This is the 'gut question' – you need a 90%+ rating to grow your business.

4. What is your perception of our company?

Perception is reality. This will determine if your position is correct and whether or not your branding/messaging is working.

5. How would you rate our company on total value/total cost of ownership – did you get what you paid for?

If you are not rated 8.5 out of 10, your customers may find an alternate source.

6. What can our company do to earn more of your business?

Knowing the Share of Wallet (SOW) that you have and what it takes to cross-sell or penetrate will reduce your selling costs and increase your margins.

A Customer Satisfaction Survey implemented by an independent third party will provide you with answers to these critical questions quickly, cost-effectively and objectively.

Industrial Internet of Things (IIOT) to Accelerate Revenues for Companies

By: Ashis Khan

What is Industrial IIOT?

IIOT is a plethora of technologies that bridges the gap between the "physical" and "digital" world by adding intelligence (e.g. embedding a microcontroller), connectivity (typically to a Cloud) and sensors (e.g. QR code, RFID, temperature/pressure/vibration sensors) to physical assets. With IIOT a "dumb" asset is fully capable of gathering data about its buyers (how and when they use it; e.g. how many cups of coffee per day being made by the user of coffee machine), operating conditions (is the pump being used within the conditions mandated by the warranty), any malfunction of the product (e.g. a water leakage in appliances or tanks) etc.

The data generated by IIOT technology now open up a world of opportunity for revenue acceleration. In this article, I will give you examples of how relayr's customers are using IIOT for revenue acceleration.

1. New Revenue using data from assets

relayr helped a supplier of fittings for kitchen and bath to develop IIOT-enabled Cloud-connected smart water sensor to detect water on any floor; and a IIOT-enabled water controller to detects frost risk, micro leakages and pipe breaks in pipes. The customer gathers the data about any water leakage from these devices and shut off the water automatically preventing water damage avoiding expensive repair and disruption of life. The supplier is generating new revenue from these products in two ways: (i) direct revenue from the sales of the IIOT devices and (ii) revenue through insurance companies who like to collect such data (and subsidize these customers accordingly) and incentivize their customers to install such products. The customer estimated that these new IIOT-led sources of revenue will add significant 10 figures to the top line.

2. New revenue from feature-based pricing

Feature-based pricing is quite common in SaaS (software as a service) where a customer pays extra for additional capabilities. Car companies like Tesla are offering such feature-based pricing where new features such as additional miles for the same charge can be added by purchasing an "upgrade".

relayr helped an elevator service company to increase their annual revenue by up to 20% by enabling two new "feature-based" service offerings: (i) Cloud-managed service of "digital compliance" with several elevator industry codes (e.g. luminosity in an elevator) mandated to be monitored weekly/ monthly in many countries; and (ii) "premium" service for high rise building operators where 90% of the elevators are guaranteed to be working 24x7. All the elevators are retrofitted with relayr's connected elevator solution managed by relayr Cloud for analytics. Compliances and anomalies are detected from the sensor data and alerts are sent to service persons ahead of time to fix any problems along with the solution. Thanks to IIOT, relayr's customer turns on these "premium services" as and when their customers opt in.

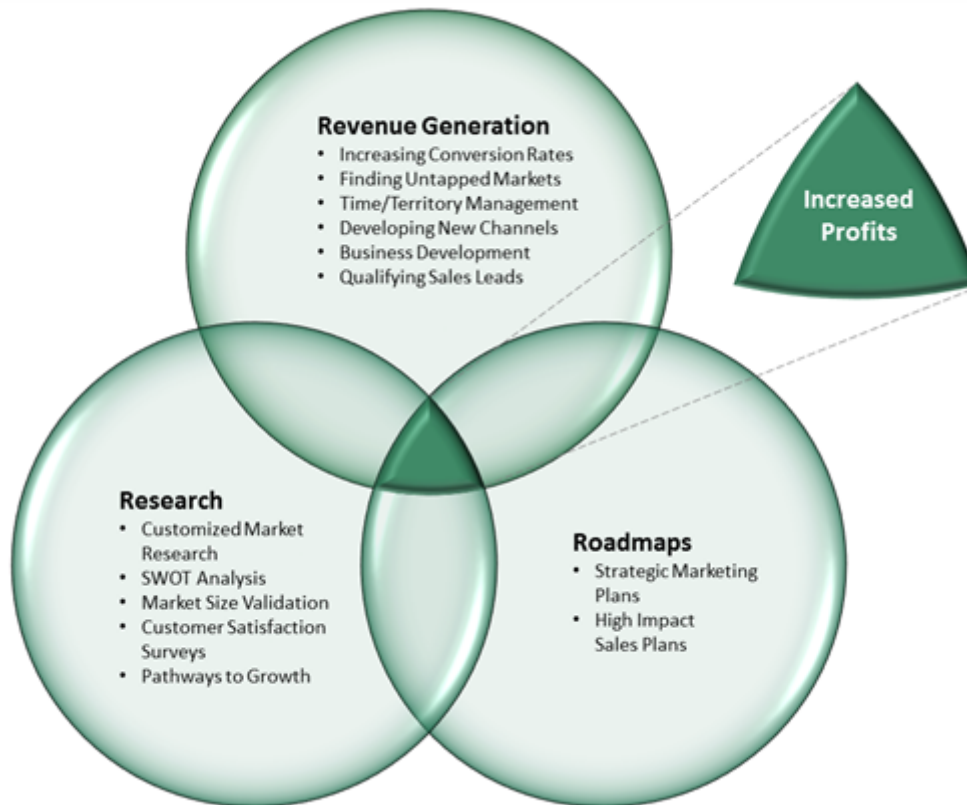### 3. New Revenue from Product-As-A-Service

IIOT enables the supplier to closely monitor the usage and can then offer "product-as-a-service" to a segment that are capex-limited but capable of paying in opex mode. One of relayr's

customers is a high-end coffee-making machine OEM and their addressed market of high-priced coffee shops was reaching to a point of saturation. The OEM wanted to address the mid-market using the same high-end product. relayr suggested to offer "product-as-a-service" business model by charging monthly fees to their customers instead of the full price of the machine. relayr IIOT-enabled the machines for the customer to closely monitor its usage and quality of water, coffee etc. and their "coffee-as-a-service" customers in the mid-market were happy to pay the monthly charges. relayr's customer plans to generate up to 30% more revenue on ARR-basis (annual recurring revenue) over 3 years by offering product-as-a-service business model using IIOT.

relayr is helping many customers to introduce IIOT-enabled products. If you are interested, please contact info@relayr.io.

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This Is How MDG Helps Clients Increase Sales Efficiently and Cost Effectively

Revenue Generation
- Increasing Conversion Rates
- Finding Untapped Markets
- Time/Territory Management
- Developing New Channels
- Business Development
- Qualifying Sales Leads

Increased Profits

Research
- Customized Market Research
- SWOT Analysis
- Market Size Validation
- Customer Satisfaction Surveys
- Pathways to Growth

Roadmaps
- Strategic Marketing Plans
- High Impact Sales Plans

Contact **Eric Wiedenmann** to learn how **MDG** can help increase your company's sales and profit goals quickly and cost-effectively.

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