As the software industry undergoes a profound shift from traditional 'boxed' solutions to solutions delivered on-demand, OpSource provides industry-leading SaaS enablement and delivery services to help software companies capitalize on the transition. A pioneer in the SaaS enablement space, OpSource is differentiated from conventional application management and hosting providers in several key ways. OpSource is the only SaaS enabler with a complete service delivery solution, priced on-demand, which includes full managed services, 24x7x365 call center support provided under the software company's brand, application management, and more. This is all built on OpSource patent-pending OptiTech Services Engine, which supports rapid integration and deployment of SaaS offerings.

"When KeyRoad Enterprises™-CustomerCentric Selling® approached us in June 2005, our primary goal was to ensure that we had the organization talent and processes in place to meet the very aggressive client acquisition and revenue goals for 2006" said Nick Blozan, SVP sales and marketing. "With the doubling of your sales force to 10 executives by year-end, we felt we needed to get them on board quickly and equip them with the necessary tools and processes allowing them to perform at their highest level."

At that time, the company had the following challenges it wanted to address:

- A three-phase sales process which did not reflect the granularity of activities needed to effectively manage the opportunities.
- A propensity to discount to secure the business (average discount was 40%)
- Reps were not gaining access to key decision makers fast enough or at all
- Sales executives are helping to drive a new software delivery paradigm and they needed tools to help qualify more quickly and drive a consistent predictable forecast.

Working with KeyRoad-CCS® to address these challenges, OpSource implemented a customized CustomerCentric Selling® workshop.

The intent was to align the entire sales force and sales activities along a common vocabulary, a common client engagement roadmap and discipline, and implement selling best practices. To complement the deployment of this new sales engagement approach, the company also secured the advisory services of KeyRoad president, Philippe Lavie, to help refine its pipeline grading system and its sales engagement process. Additionally, under his guidance, a tailored toolkit was developed, used for the sales training as well as by the sales force immediately after the training was completed.

"Partnering with KeyRoad Enterprises has allowed us to fine tune our sales roadmap and follow a proven process to ensure we can quickly qualify opportunities, accelerate the sales cycle and ensure the greatest possible productivity for our team", says Nick Blozan.

To date, this has resulted in:

- A 25% improvement in average revenue size per deal.
- An improved deal quality with more sustainable longer term revenue stream with companies that have a stronger chance to grow and succeed.
- A 50% improvement in pipeline predictability, accuracy and reliability.

For more information on OpSource, please visit their web site at: www.opsource.net. For more information about KeyRoad Enterprises™, please visit their web site at: www.keyroad.com.