CHANGEPOINT FOR TECHNOLOGY COMPANIES

It's always a balancing act: To achieve revenue growth and profitability, technology companies must harmonize cost control with opportunity management. An under-resourced research and development organization, missed development deadlines or product quality issues can result in missed opportunities and a damaged brand reputation. Lack of services bench-strength or limited capacity can endanger customer satisfaction and weaken deployments in strategic accounts. And poor visibility into product management, product development and services functions can undermine business decision making and planning.

Leading technology organizations recognize that mature product development processes, superior service delivery and big-picture visibility drive customer satisfaction, top-line growth and bottom-line profits.

THE CHANGEPOINT ADVANTAGE

Changepoint allows technology companies to maximize professional services profitability while maintaining a focus on effective product decisions and delivery. Changepoint's integrated solution marries three key solution elements – Professional Services Automation, Product Portfolio Management and New Product Development – to provide total operational visibility. This combination allows product-centric technology companies to drive services growth with strong margins, deliver a competitive product and services mix for high ROI, and maintain top-line revenues and bottom-line profitability.

Changepoint gives technology services organizations a powerful competitive advantage by helping them:

- drive product and services revenue and margins
- accurately forecast product revenue, services utilization and expenses
- manage productivity and profitability of engagements and resources
- promote customer satisfaction.

A COMPREHENSIVE SOLUTION TO MANAGE YOUR TECHNOLOGY BUSINESS

Define product strategy and roadmaps by capturing and prioritizing demand for new products, features and enhancements.

Develop innovative products and services to maintain competitive advantage by balancing the need for new products and services against existing resource and funding commitments.

Deploy solutions faster to deliver customer value by putting services teams and experts where they are most needed to flawlessly manage service engagements, while ensuring customer satisfaction and protecting service margins.
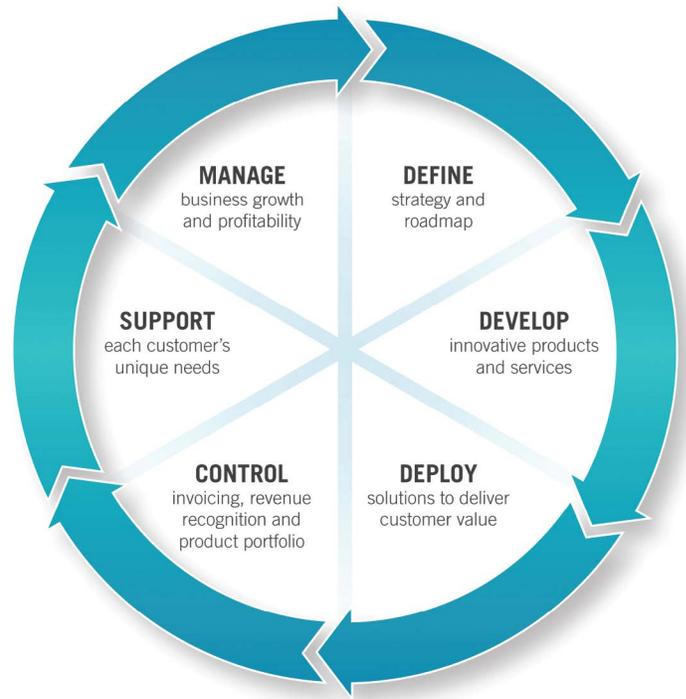
Changepoint provides control and visibility across the critical functions in a technology company.

Control invoicing, revenue recognition and adherence to service level agreements across the entire product portfolio.

Support each customer's unique needs by consolidating knowledge, tracking issues and enhancement requests, and proactively responding to requests to enable a more collaborative customer relationship.

Manage business growth and profitability through "big-picture" visibility across the complete product and services portfolio through powerful dashboards and reporting customized for operational, management and executive levels.

Accelerate Implementation and ROI

To accelerate your implementation and speed your return on investment, Changepoint accelerators provide pre-configured starting points that incorporate best practices, methodologies and lessons learned – all drawn from services and product development functions within technology companies. Our Technology Accelerator includes best practices to leverage Changepoint for:

- professional services automation
- product management and release planning
- product development, including support for Agile
- managing ideation and investment decision making for new products
- monitoring user adoption

What Makes Changepoint For Technology Businesses Unique?

- Proven experience in the technology services market: We have an established base of brand-name technology companies who rely on us.
- We use our own product – Changepoint – to run our software business.
- Highly experienced people who leverage best practices to ensure implementation success.
- Flexible delivery options: Choose from cloud services (SaaS), on-premises or buy-and-host, with the option to transition from one model to another as your business needs change.
- A single integrated solution to address needs across the business.

ABOUT CHANGEPOINT

Changepoint manages critical customer business processes allowing technology services and IT teams to deliver more customer value, make smarter business decisions, and achieve new efficiencies, while operating with strong financial acumen. Recognized year over year as a market leader, Changepoint's professional services automation and project portfolio management software is relied upon by leading technology companies, and service focused IT organizations worldwide. Changepoint is headquartered in Toronto, Canada.

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