



## Creating A Winning Pricing Model: Everstream

### THE SITUATION: A SUSTAINABLE PRICING MODEL

Everstream has been rapidly gaining popularity with MSOs. As the company capitalizes on the market's need for Everstream's flagship product, Operational Intelligence, the company wanted to develop a pricing model and a product roadmap that would build a sustainable business.

### SFCG'S ROLE: STRATEGIC ADVISOR

SFCG acted as a strategic advisor to Everstream as they prepared for key customer accounts. SFCG interviewed customers, attended analyst calls, built pricing optimization tools and reinvented Everstream's pricing model to help Everstream achieve win/win relationships with prospects.

### RESULTS: A WIN-WIN SITUATION

"When we presented our new pricing model, our prospects quickly embraced it . . . even through the prices were higher. Customers liked it because they felt that it aligned

with their business model. We liked it because it added stability advanced our relationships dramatically. We appreciate how quickly the SFCG team can ramp up, help us maintain a strategic perspective and stick by us as we forge ahead."

-Stephen McHale,  
CEO

### ABOUT EVERSTREAM

Everstream provides solutions that enable Multi Service Operators "MSO" (also referred to as "Cable Companies") to install, troubleshoot, plan and maintain Video On Demand services to viewers.

### ABOUT SFCG

San Francisco Consulting Group delivers actionable strategies that help companies drive revenue. Our unique, integrated view of a company's seven revenue-producing functions ranges from market segmentation and pricing strategy through communications and sales process. Our spectrum of clients runs from non-profits to the Fortune 500.

**FOCUS AREA:**  
Pricing

**CLIENT:**  
Stephen McHale,  
CEO



*"When we presented our new pricing model, our prospects quickly embraced it . . . even through the prices were higher."*

Stephen McHale,  
CEO