



## Translating Technology Into Business Benefits: Wakesoft

### THE SITUATION: A HIGHLY TECHNICAL PRODUCT

The technical complexity of Wakesoft’s Architecture Platform makes it difficult for even knowledgeable business executives to grasp the full value Wakesoft delivers. Even when technical buyers understood the benefits, they had a hard time explaining Wakesoft to their business counterparts.

The confusion caused the sales cycle to become unnecessarily long. The company needed a way to quickly communicate the financial impact their product delivers so business and technology oriented buyers could justify the time required to investigate Wakesoft’s product.

### SFCG’S ROLE: A FINANCIAL SALES TOOL

SFCG was brought in to develop a sales tool that would enable sales reps to pinpoint the benefits Wakesoft delivered to technical and business buyers. SFCG first interviewed several Wakesoft customers to learn, firsthand, what kind of impact Wakesoft had on their development projects. Then SFCG developed a common analysis framework to explain the benefits Wakesoft delivered – no matter what the customer’s situation. Then SFCG developed a powerful financial sales tool.

### RESULTS: A CLEAR VALUE PROPOSITION

“The benefits tool SFCG built for Wakesoft is now at the core of our value proposition. Even before it was completed, we were using prototypes of it to explain our benefits to prospects. Past customers have found it very useful for reviewing completed projects and we anticipate it will lead to greater understanding of our long term value.”

-- Shirley Foster, CEO

### ABOUT WAKESOFT

Wakesoft’s Architecture Platform gives internal developers in Fortune 500 companies the ability to design and build custom software applications with excellent architecture. This improves the quality, decreases development time, and reduced maintenance: the whole process costs less.

### ABOUT SFCG

Founded in 2001, San Francisco Consulting Group focuses on delivering actionable strategy through primary research and quantitative analysis. Our products include ROI Analysis, quantitative case studies and white papers. Our spectrum of clients runs from non-profits to the Fortune 500.

**FOCUS AREA:**  
Sales Tools

**KEY ACTIONS:**  
Customer interviews, financial analysis and presentation tools.



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Shirley Foster,  
CEO