

THE LASALLE DIFFERENCE:

Delivering Real, Measurable Value Throughout the Technology Lifecycle

Managing lifecycle information across the enterprise for software—including Enterprise Agreements (EAs) and Cisco One programs—hardware, and other technology assets comes easy to LaSalle — **it's in our DNA.**

As a data-driven Information Management Company, we establish deep integrations with customer systems to streamline technology lifecycle processes throughout the customer journey, turning data into actionable information and expansion opportunities.



1. LAND

We start with a needs assessment to uncover pain points, establish KPIs, and discover opportunities for value-based selling. This needs assessment is a proactive approach to creating a customized Customer Success Plan.

- LaSalle audits Customer data (e.g., licenses, asset inventory, end-of-life, end-of-service, and more) to capture and correct device information from all vendors/manufacturers.
- Using LAMP, we run consumption/utilization reports to show customers what they have and how they can use that

2. ADOPT

The LaSalle team meets regularly with the customer for EA onboarding, LAMP trainings, data reviews, and more to clearly demonstrate our promised value.

- Our engineering team helps with design and rollout of EAs.
- LAMP delivers unparalleled visibility into the customer's equipment information.
- We consolidate the appropriate customer contracts and remove any discrepancies.
- The LaSalle team pulls license consumption reporting for the customer.
- Customer data is carefully examined and any gaps are filled.
- We establish best practices through Quarterly Business Reviews (QBRs).



3. EXPAND

Through LAMP and regular QBRs with the customer, we follow through on the value proposition that drove the initial purchase, setting us up for additional opportunities and **recurring offers (RO).**

- Using data collected in LAMP, we identify refresh opportunities to improve value prop of an EA.
- Data also helps eliminate technology gaps in the customer's infrastructure, which leads to an upsell on the EA.
- The LaSalle operations team examines data to identify current spend, technology needs, etc.
- The Customer Success Manager participates in QBRs to report on cost savings and other achievements.
- We implement Cisco Try and Buy (TAB) programs with customers, leading to adoption of newer technologies.

4. RENEW

LaSalle streamlines renewal processes, incorporating all customer renewals (e.g., security subscriptions, WebEx, Meraki, etc.)

- We tie KPIs back to desired business outcomes to ensure value is realized.
- Our value is clear and leads to high renewal rates **over 90%**



Ahead of the Curve



One of the first Cisco Lifecycle Advisor Partners



20+ Cisco APIs to ensure clean, accurate data



Implemented one of the first Cisco Annuity Programs



Industry leading lifecycle manage



LaSalle Solutions

Contact LaSalle Solutions today to learn more about our streamlined solutions for managing all aspects of the technology lifecycle.

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