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| --- | --- |
| Business demand for cloud services has never been higher. Eighty-eight percent of companies currently use public cloud services, and spending on cloud-based applications will grow at just over 19 percent per year—six times the rate of overall IT spending growth—to reach $141 billion in 2019.\*  Thanks to powerful cloud service commerce (CSC) platforms, any company in any industry can take advantage of this massive | opportunity. A CSC initiative can drive positive changes across your business, from larger deal size to lower churn rates. But where do you start?  This worksheet is meant to help you focus on key performance indicators that you can impact with a CSC initiative. Fill it out and see where you are now—and where selling cloud services can help take you.  \* Sources: RightScale / IDC |

| Customer Reach | | | |
| --- | --- | --- | --- |
|  | Current | Goal | Notes |
| Customer segments | [Ex. SoHo, SMB] | [Ex. Sm. Enterprise |  |
| Total addressable market (TAM) | [Ex. 15,000 businesses | [Ex. 30,000 businesses] | [Ex. Expanding to small enterprise segment will expand TAM.] |
| Leads (MQLs and / or SQLs) in a given time period | [Ex. 15 SQL / wk] | [Ex. 30 SQL / wk] |  |

| Sales Conversion | | | |
| --- | --- | --- | --- |
|  | Current | Goal | Notes |
| Average deal size | [Ex. $500] | [Ex. $1000] |  |
| Average sales cycle | [Ex. 2 months] | [Ex. 2 weeks] |  |
| Average ARPU | [Ex. $50] | [Ex. $75] |  |

| Customer Retention |  |  |  |
| --- | --- | --- | --- |
|  | Current | Goal | Notes |
| Churn rate | [Ex. 52%] | [Ex. 25%] |  |
| Average CLV | [Ex. $5,000] | [Ex. $10,000] |  |
| NPS / CSAT | [Ex. 80] | [Ex. 90] |  |

| Sales Execution |  |  |  |
| --- | --- | --- | --- |
|  | Current | Goal | Notes |
| Avg. time to market / new product integration (NPI) | [Ex. 6 months] | [Ex. 2 months] |  |
| Avg. time to create / change pricing | [Ex. 8 months] | [Ex. 1 month] | [Ex. Must have more flexible pricing capabilities.] |
| Avg. time to create / change bundles | [Ex. 8 months] | [Ex. 1 month] | [Ex. Must have more packaging flexibility.] |

|  |  |
| --- | --- |
| No Pressure Advice from the Cloud Service Commerce  Experts AppDirect is a trusted advisor to leading companies around the globe as they begin to explore their options for selling cloud services. | If you have questions or are interested in learning more about the next steps, we’d love to hear from you. Contact us for a free, no obligation consultation with our cloud service commerce experts. Visit [go.appdirect.com/request-more-information](http://go.appdirect.com/request-more-information) today. |