

**Aria
Solutions, Inc.**
Calgary, AB, Canada



REVENUE ROCKETSM

Lessons learned.

Revenue Rocket Presents, is a series of single-page, quickly read thought pieces. They capture the experiences, philosophies, and insights that have shaped our thinking about how to manage the growth demons with which IT service executives grapple in this fascinating, perplexing, and combustible industry. Three of these brochures are:

1. RRCG Presents:
The Case for Objectivity
2. RRCG Presents:
Productization & Branding
3. RRCG Presents:
Sales & Marketing

You can't live by referrals alone.

Sometimes the well runs dry.

This is what happened to Aria Solutions, Inc., a Calgary, Alberta-based IT company that provides Customer Interaction Management services for contact centers. Relying heavily on single-source revenue for the bulk of its sales—in this case vendor referrals—the company's revenue declined when the referral stream began to evaporate.

And let's talk about that leakage.

Thinking that the main task was to develop a sales and marketing strategy that opened up new revenue streams, Revenue RocketSM Consulting Group, LLC soon discovered that Aria Solutions also had a leakage problem. As it turned out, because the company relied on an above-industry-standard for staff augmentation, it wasn't commanding the billable rates it should have. Also, having a constant flow of staff in and out meant that timesheet reporting wasn't as timely or accurate as needed. Thus billable income was often left unreported on the floor. A double whammy of lost revenue.

Plugging the leak.

One of the first things Revenue Rocket recommended was to plug the leak by improving the company's utilization rate. This meant moving away from staff augmentation into project-based management, the benefits of which were:

- Greater control over projects;
- A lift in billable rates; and
- More disciplined time reporting.

New streaming revenue.

With this accomplished, it was time to focus on sales optimization by:

- Developing "productized" service offerings that prime the sales pump;
- Selling smaller, bite-sized projects that are efficiently repeatable and deliverable; and
- Reaching out to new markets with a lead generation program.

Living large beyond referrals.

Now—with project-based staff, improved utilization rates and an invigorated sales optimization strategy—Aria Solutions is generating 60% of its revenue from beyond its referral base and is well on its way to its goal of tripling revenue.

Says Rob Church, president, Aria Solutions: "Revenue Rocket's IT services experience provided valuable insight about how we compared with companies our size, as well as solid direction on how to expedite our growth."