



REVENUE ROCKETSM



Revenue RocketSM Consulting Group, LLC Presents:

WHY ARE YOU LEAVING UP TO 75% OF YOUR CLIENTS' IT BUDGETS ON THE TABLE?

This surprising number comes to us courtesy of our friends at Gartner, who reveal that up to 75% of company IT



budgets are allocated to maintenance and support. Yet, oddly enough, most IT services firms either do not, cannot or will not make a play for this potentially lucrative revenue stream.

If you look at IT services metaphorically as the three-legged stool, what you have is: 1) Advisory Services, the big-picture strategy work; 2) Technical Consulting, the nuts and bolts of application development and implementation; and 3) Maintenance and support, in both infrastructure and applications. Most services firms seem content fighting over, winning and manag-

ing the first two, yet there are untapped riches in the latter.

That's where we can help. We believe that income from maintenance and support services can easily grow to represent 30%–40% of your firm's revenue stream. The key is to look beyond infrastructure maintenance and support and begin to zero in on application maintenance and support services as an outsourcing opportunity for your company. Contracting out for a multiyear Service Level Agreement with guarantees that you'll keep your clients' applications up and running is where you can further solidify your relationship with your clients and bring in sustainable revenue.

As an IT services growth consultancy, we specialize in helping small-to-midsize IT service executives with a hearty appetite for driving revenue and profit. Our expertise consists of organic growth strategies such as geographic expansion, new service line development, managed services, sales optimization, as well as mergers and acquisitions.

Please visit us at www.revenuerocket.com, or call Revenue Rocket CEO Mike Harvath at 952.835.2333.

Let's talk.