

## Transforming Cloud Adoption for a Leading Business Process Software Provider

### Challenge

A leading business process software provider faced a critical challenge: transitioning their key software platform to the cloud without cannibalizing their existing multi-billion dollar business. Previous cloud transition attempts had limited success, making this transition crucial.

### Solution

A comprehensive value model was developed for each buyer persona, ensuring the solution met their specific needs. The strategy included:

- Packaging Model: Allowing buyers to test and develop on the platform without high costs, making it accessible to new users.
- Hybrid Pricing Model: Balancing initial affordability with long-term revenue growth, with costs scaling as usage increases.

### Outcome

The new cloud service exceeded first-quarter targets by 70%, becoming the foundation of the business. The innovative packaging and pricing models attracted new customers and facilitated the migration of on-premise customers to the cloud platform, generating higher revenue than the legacy on-premise pricing model. This transition solidified the company's market position and drove significant growth.