



ENHANCING DISCOUNTING STRATEGIES: A NEED FOR STANDARDIZATION

Provided an international cloud software supplier with an enhanced distribution of a new grading system for their contracts and developed paths for continuous improvement.

Client's Challenge

- Inadequate analysis of contracts and need for enhancement of current grading criteria
- Require current distribution of discounts
- Need holistic visual map of new distribution of graded contracts
- Demand for future discounting practices during the sales cycle to improve scalability within software industry



Project Team: Dev, Owen, Ali, Liam

IUCG's Solution

- Enhanced grading rubric to incorporate “weights” for different metrics within the software contracts
- Created a visual representation of graded contracts to understand correlations of contract attributes
- Recommended a discounting committee of different stakeholders within the sales cycle to better facilitate critical dialogue
- Designed a post-sale survey to gauge feedback from employees on the discounting process
- Promoted standardization within discounting process to provide scalability for the company

Business Impact

- New distribution of grading system allowed for the company to create actionable KPI goals for the future
- Discounting committee united all the different stakeholder within the discounting process which promoted dialogue between the various positions
- Post-sale survey improved method of internal data collection and understanding of further pain points



Client's Challenge

Our client, an international cloud software provider, approached IUCG with an internal discounting practices challenge. The company wanted to understand the current and historical methodology behind discounting contracts. From there ICUG assigned each contract with grades in order to create a distribution of the grades and visually map the various software contracts. Their main goal was for IUCG to strategize ways for the distribution to guide future discounting practices by using the knowledge of both internal operations and various industry practices.

IUCG Solution

ICUG's primary goal was to standardize the discounting process within the company's sale cycle. The team of student analysts first enhanced the current grading system of the company's contracts by assigning percentage weights to the different contract attributes. This allowed for a holistic visual distribution of the contracts and align the analysis with the insights developed of a "good" contract.

The second challenge was to understand the current internal and external discounting strategies within the software industry. IUCG conducted multiple internal interviews and distributed a Qualtrics survey to better understand the perspectives of each position within the company. From the interviews, IUCG provided the recommendation of a discounting committee that comprised of multiple positions within the sales process. This committee would meet on a biweekly basis with one another

in order to include the different stakeholders of the discounting process. The survey also provided data for the client to make future actionable steps to enhance their discounting strategy.

The final aspect of the project was to promote continuous internal improvement for the discounting process. In order to optimize the feedback from employees, ICUG created a post-sale survey that would be given to employees at the conclusion of the sales cycle.

Business Impact

The standardization of the discounting process provided the client with the ability to increase margins and obtain scalability. Providing the new distribution for grading the contracts allowed the client to customize grading by utilizing different weights for the attributes. This helped the client create actionable KPI goals for the future by analyzing key trends from the graphs. By creating the framework for the discount committee, the client was able to better facilitate critical dialogue and unite all the different stakeholders of the discount process. The post-sale survey improved the methods of internal data collection and enhanced the understanding of the possible pain points created by the discount process. The overall increase in standardization fostered communication amongst the varying business teams and allowed for continuous internal improvement.