



**CHALLENGE**

When a Fortune 500 company needed to extract the economic value from a subsidiary through an IPO one barrier was the model for selling and servicing proprietary software. The majority of the IPO initiative was primed to provide the shareholders of the company with returns in excess of those from the consolidated enterprise.. The company was in need of a new structure, process and system to enable the new company to compete in the high growth and lucrative software market.

**APPROACH**

Chris Wallace, a senior executive with a proven track record in operations, sales and finance was selected to spearhead the transformation. She had the challenge of not only reforming the economic model, but a significant cultural change was required as well. This cultural transformation was internal as well as with external constituents. Chris began by conducting a thorough assessment of software, software pricing and discounting strategies and benchmarking these against the competition. In addition, she worked alongside customers, engineers and the sales team to collaborate on what was needed and why.

**RESULTS**

By the time the new company was released to the Public -

- Software Maintenance profitability increased from **29%** to **>60%**
- Processes were established to grow profit margins to **>80%**
- Discounting on software and services were all but eliminated
- Customer satisfaction and retention continued to improve

**CLIENT TESTIMONIAL**

*“Chris was paramount in providing the transformational strategy to allow Teradata to compete more effectively in the Software and Software Maintenance market. The processes implemented provided a scalable and sustainable model of growth that allowed TDC’s market capitalization to scale beyond the parent company. These results are a testament to the strategy and execution that an on demand executive could provide. your company ” - Bruce Langos President and COO RG Enterprises and former Teradata COO*

**FEATURED EXECUTIVE**



**Chris Wallace**  
Founder, CEO, COO

*The Market Value of the publicly traded spinoff continues to exceed that of the former parent company.*

*Without the dramatic evolution of the software sales and servicing model the organization would not have become the formidable competitor in the software industry that it is today.*