

Project:
Pricing Research

Research Type:
Qualitative

Sector:
IT Technology
Facilities Management

Region:
North America

Client:
Dustin Smith
Partner Relationship
Manager
Manhattan Software
Inc.

The Business Challenge

This project was commissioned by Manhattan Software Inc. to determine the optimum pricing model for their software products within the US market.



Part of Dustin's role as Partner Relationship Manager is to develop retail channel relationships and after auditing the existing channel process he discovered Manhattan Software did not have a structured price list in place.

Dustin stated:

"I'm a great fan of simplicity, I believe having a structured price list to be an essential aid for resellers to assist them with their pricing proposals, we needed to get out of a consultancy mentality."

Methodology

Business Advantage employed a combination of secondary and primary research techniques to build up detailed market intelligence about product ranges and pricing strategies.

This research project was particularly complex due to the software being available for purchase in various forms, either as add-on modules, licenses or seats, with different hosting options and tailored pricing structures for Retail, Commercial or Government/Educational markets. Business Advantage also researched the product features, any discounts available and training costs.



Business Advantage were asked to collate the report into a spreadsheet

Dustin commented:

"We knew defining the pricing structures would be complicated and that the project would be a real monster."

The spreadsheet format into which the information was collated was just what we were expecting, however, Business Advantage also went to the trouble of compiling a detailed Power Point presentation which exceeded our expectations."

MANHATTAN

Manhattan Software Inc. is the leading organization for facility management and corporate real estate technology solutions.



Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.

Why choose Business Advantage?

When asked why they chose Business Advantage, a UK based company rather than a local US company, Dustin commented:

"We invited Chris Turner the Managing Director of Business Advantage to meet with us after receiving his introductory letter. From this meeting we were confident that Business Advantage could deliver what we wanted. We also spoke to personnel at Autodesk another company who we knew had used Business Advantage before, they confirmed that Business Advantage had the expertise we required and would provide us with a truly professional service."



We looked around for a local provider but there was no-one to compare to them with the level of experience we needed."

What impact did the result have on Manhattan Software's business?

The immediate use for a pricing structure was to get onto the GSA (General Services Administration) Schedule.

GSA often assists with procurement work for government agencies. As part of this effort, it maintains the large GSA Schedule, which other agencies can use to buy goods and services. The GSA Schedule can be thought of as a collection of pre-negotiated contracts. Procurement managers from government agencies can view these agreements and make purchases from the GSA Schedule knowing that all legal obligations have been taken care of by GSA.

For further information on this case study please contact:

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Dustin stated:

"We are now at the final stages of this process, by next year we should be able to penetrate government business and eliminate the need to get involved in bids."

Final comment from Dustin Smith

"Business Advantage were great, it was easy, we didn't have to do much, apart from answer a few of their questions, you can't get better than that."

There were no surprises, they were on time, on budget and gave us exactly what we wanted."