

5. CUSTOMER SUCCESS

What difference would it make to your customer support if they were able to predict and prevent problems before they became an issue for customers and could also onboard new customers more efficiently?



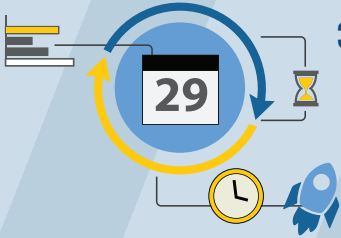
4. SALES

Could a data-driven sales strategy more effectively support your teams convert more sales and identify more leads from new and existing customer accounts?



3. RENEWALS

At times of renewal are you confident you have all the usage data you need to understand volumes, users and modules to help reduce churn, underpin contracts and support pricing models?



2. SUCCESSFUL BENCHMARKS

Do you struggle to identify which prospective customers are making the most of their evaluation, which ones may be taking advantage and when it is time to ask for the order based on actual daily use of your product?



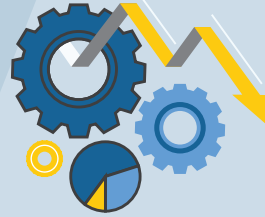
1. EVALUATION AND TRIALS

Are you tracking the best data you can to fully understand how potential customers are using your software during their evaluations and trials with you?



6. PRODUCT MANAGEMENT

How far does a lack of visibility into how your customers are using your software - the modules used, popular, defunct or unknown features and most common deployments - stifle your product development?



7. MARKETING

Do you feel you are flying blind with your marketing strategy because it is based simply on the software you've sold rather than actionable insight into actual usage from behavior, user type, location and product?



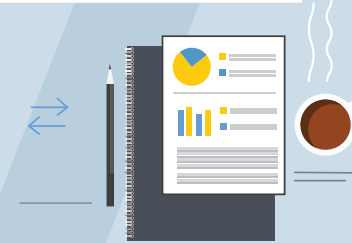
8. LICENSE COMPLIANCE

If on-site audits cause a negative customer experience, would you look to move to a virtual audit which eliminates the burden on all customers and engages only with those who are known to be out of compliance?



9. LICENSING CHANGES

What impact could greater insight into understanding a customer's usage and potential expansion have with new license models, when customer often just want to pay as little as possible?



10. BUSINESS INTELLIGENCE

From the usage data you capture are you able to get the business intelligence you need, in the way you want it, to make informed decisions about addressing non-compliance issues, generating revenue, and staying ahead of the competition?



10 QUESTIONS TO ASK ABOUT YOUR SOFTWARE USAGE DATA

Want to bring the data you have on how your software products are being used to life?

We've distilled some questions to ask about actionable insights from your data to optimize your business.

DISCOVER

HOW SOFTWARE USAGE ANALYTICS ARE TRANSFORMING BUSINESS WITH A DATA-DRIVEN APPROACH >>>>