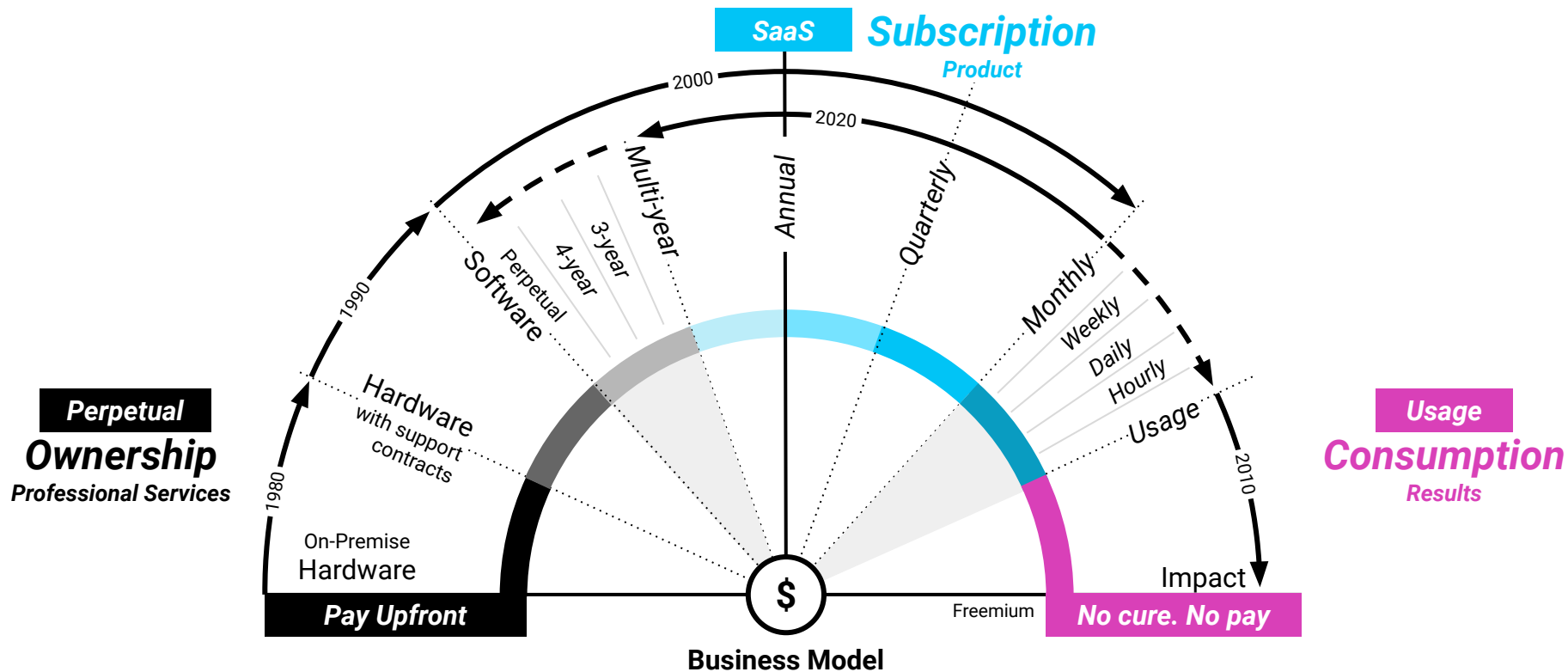
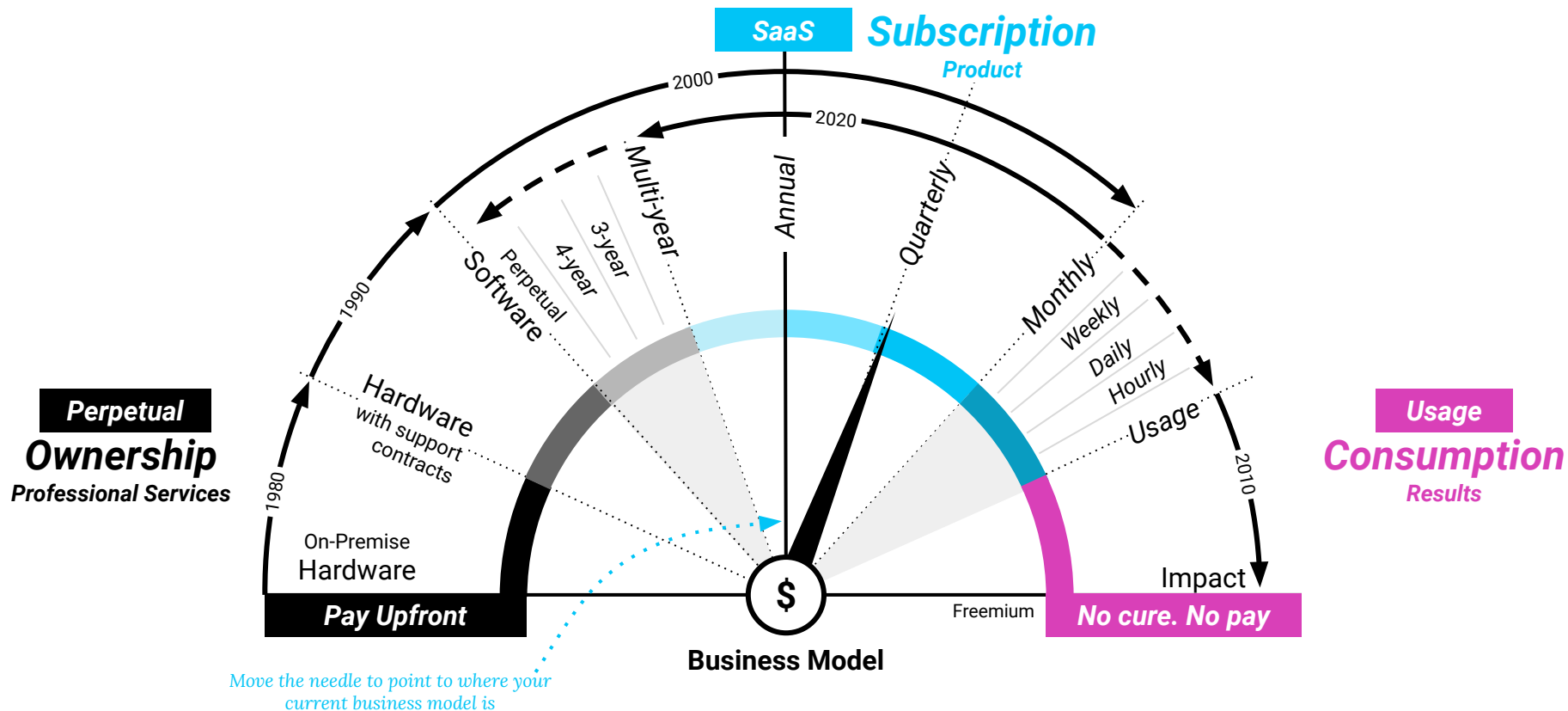


Business Model



Business Model





Impacts of each business model

KEY ISSUES TO CONSIDER

		Typical effect on sales cycle, win rate, and level of risk	For your business model: 1) Fill in your metrics 2) Note the potential risks, and ideas on how to mitigate them
1	PERPETUAL Ownership	<ul style="list-style-type: none"> Sales cycle: typically 9-18 months Win rate: typically 1 in 3 Risk: the buyer bears the majority of the risk 	<ul style="list-style-type: none"> Fill in Fill in Fill in
2	SaaS Subscription	<ul style="list-style-type: none"> Sales cycle: typically 10 days - 6 months Win rate: typically 1 in 5 Risk: the buyer's risk decreases and seller share the risk 	<ul style="list-style-type: none"> Fill in Fill in Fill in
3	USAGE Consumption	<ul style="list-style-type: none"> Sales cycle: typically a few hours to a few days Win rate: typically 1 in 8 Risk : the seller bears the majority of the risk 	<ul style="list-style-type: none"> Fill in Fill in Fill in