



Working with SiriusDecisions' best-in-class processes helped us gain the necessary confidence to develop and manage our SaaS pricing and packaging.

Sal Patalano
Chief Revenue Officer



Challenge

Well skilled in on-premise offerings, Lenovo lacked a process and guidelines for **developing pricing and packaging for a new software-as-a-service (SaaS) offering.**



Solution

Lenovo used the approach in **the SiriusDecisions® Pricing and Packaging Blueprint** to develop value-based pricing. SiriusDecisions helped Lenovo create simple pricing that aligns with buyer value. By using SiriusDecisions' approach, Lenovo also developed volume pricing to drive buyer loyalty and ensure revenue upside.



Result

Lenovo was able to **better understand how buyers purchase the offering and value the product.** SiriusDecisions' pricing methodology was leveraged for subsequent offerings, including Unified Workspace.