Launchpad for Global Services: SaaS Powered Services Transformation

Welcome to our webinar on accelerating innovation and creating new revenue streams in the services industry. We'll explore how Launchpad can help transform your business and drive growth.

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Host: Kat Austin, Sr Principal Marketing Specialist - Launchpad

Today is about giving you resources and ideas to lead transformation within your services company by leveraging Launchpad.

Agenda

- What do we mean by SaaS Powered Services Transformation?

- Financial Impact of SaaS Powered Transformation

- Identify Markets & Use Cases to Drive Impact

- Defining Your Offering & Its Value

- Outcome Based Pricing Scenario
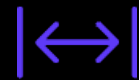
- Wrap-up, Next Steps, Q&A

SaaS Powered Services Transformation

Leveraging and embedding AI + Launchpad in your services business to...

Increase Client Value & Experience

Expand Margins for Higher Net Profit

Accelerate Revenue Growth

Deliver Innovative & Impactful Offerings

Business Model Transformation

From Labor to Platform Economics

1

Shift focus from billable hours to scalable digital assets. This enables higher margins and more predictable revenue.

Project to Product Mindset

2

Develop reusable solutions instead of one-off projects. This approach drives efficiency and creates long-term value.

Value-Based Pricing

3

Align pricing with client outcomes rather than inputs. This strategy increases client satisfaction and provider profitability.

Projecting Your Potential SaaS Powered Transformation Impact

Example Scenario: Moving from Traditional $100M People based services biz to 60/40 SaaS Powered

Yield: *Increased YoY Revenue Growth 5% to 15% AND Gross Margins 38% to 55% ($50M Increase)*
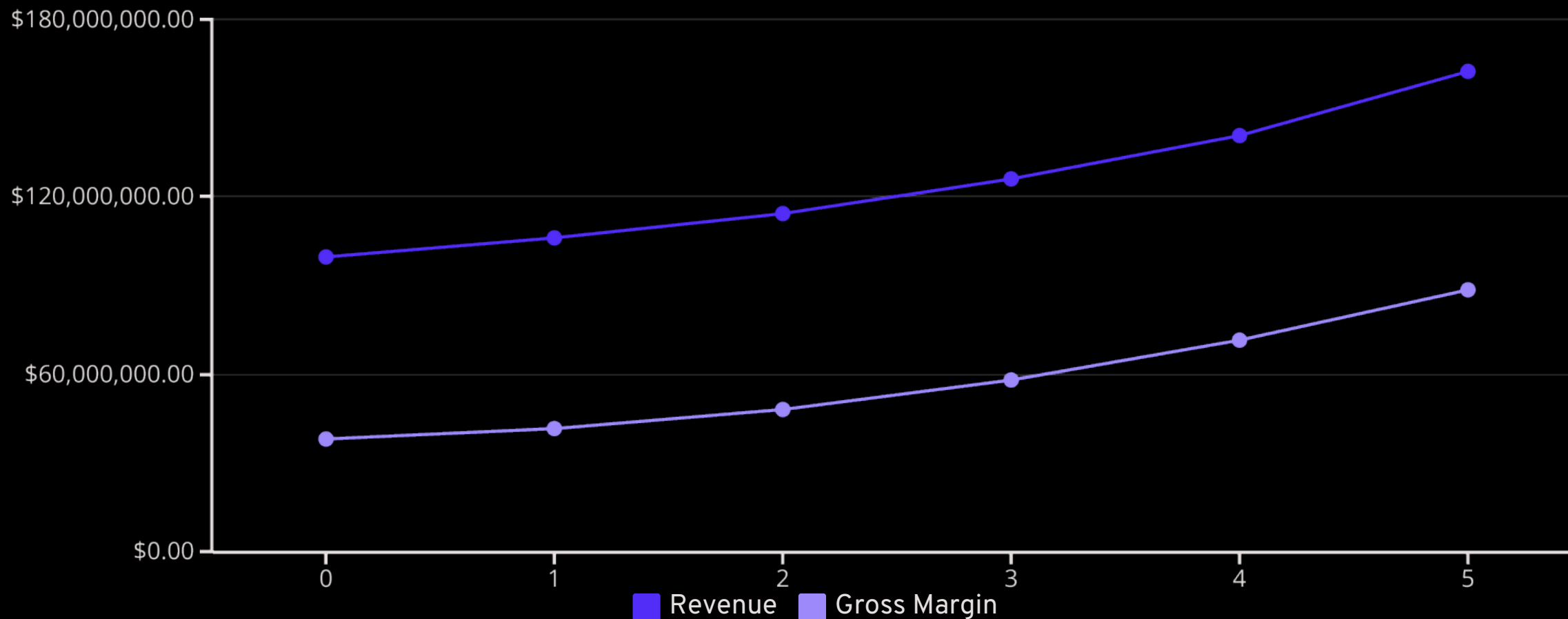
SaaS Powered Financial Modeling

	Existing Business	Year 1	Year 2	Year 3	Year 4	Year 5
% Revenue Powered by Launchpad + AI	0%	3%	10%	20%	30%	40%
YoY Growth Rate	5%	6%	8%	10%	12%	15%
SaaS Powered Revenue	$ 0	$ 3,180,000	$ 11,448,000	$ 25,185,600	$ 42,311,808	$ 64,878,106
SaaS Powered Gross Margin %		80%	80%	80%	80%	80%
Total Revenue	$ 100,000,000	$ 106,000,000	$ 114,480,000	$ 125,928,000	$ 141,039,360	$ 162,195,264
Blended Gross Margin %	38%	39%	42%	46%	51%	55%
Total Gross Profit $	$ 38,000,000	$ 41,615,600	$ 48,310,560	$ 58,430,592	$ 71,365,916	$ 88,883,005

Identify Markets & Use Cases to Drive Impact

Areas to Achieve Impact & Leverage

Digital Transformation

SaaS can streamline digital transformation initiatives, enabling faster implementation and higher ROI.

Technology Services

SaaS offerings can enhance technology services, providing managed solutions and reducing operational costs.

Business Process & Managed Services

SaaS solutions can optimize business processes, automating tasks and improving efficiency across departments.

Consulting Services

SaaS platforms can empower consulting services by delivering data-driven insights and automating client reports.

Ideal Use Cases to Leverage Launchpad

Just some examples for ideas 😊

① Horizontal Solutions

ESG (Environmental, Social, and Governance)

Compliance & Risk Mgmt (AI, Ecommerce, GDPR)

IT Service Management (ITSM)

Financial & Operations Processes

Supply Chain Management

Human Resources (Recruiting, Onboarding, Feedback)

Customer Service (Issues, Complaints, Ideas)

② Services on Software

Creating a Digital Delivery Experience

MSP/BPO Operations

Email & Document Automation

Work routing and orchestration (Case Management, Worklists, Approvals, SLAs)

Work Automation with AI and Decisioning

Program Management (Impact, OKR/KPI Management)

③ Cross Industry

Customer Engagement

Onboarding (Supplier, Vendor, Customer)

Aftermarket Services / Customer Service (Warranty, Recall, Complaints, Returns, Damages, Disputes, Claims)

Operations (Orders, Quality, Supplier)

Captive Finance (Credit Risk Decisioning, Loan Origination, Collections, Loan Servicing)

④ Insurance

Distribution Management (Onboarding, CRM, Compliance)

Underwriting

Claims

Customer Service

⑤ Health Care & Life Sciences

Safety & Regulatory Compliance (QA, Reporting, Regulatory Submissions, Labeling)

Customer Service (Care Management, Inquiries, PAP, Consent)

Drug Development & Clinical Trials

Global Supply / Manufacturing Operations

⑥ Financial Services

Onboarding & KYC

Lending (Credit Risk, Loan Origination)

Customer Service (Complaints, Transitions, Money Movement, Loan Servicing)

Collections

Payment Exceptions (Disputes, Investigations)

Operations & Audit

Financial Crime

⑦ Communications

Customer Service (Account Management, Troubleshooting, Collections)

Order Management (Customer, Service, Wholesale Orders)

Network Operations

Shared Services

⑧ Government

Licensing (Business, Prof Certs)

Investigative Case Mgmt (Legal, Audit, Inspection)

Grants & Financial Management

Citizen Service / Digital Support

Acquisition & Supply Chain

Recruiting, Onboarding, HR

Define Your Offering & Its Value

Who it's for?

Highly Targeted Niche

Analyze your current most profitable customers - look for common patterns in industry, size, specific pain points they face, and why they chose your offering over alternatives.

Tier Based on Delivery Model

- Do it yourself (Pure Software)
- Done with you (Software + Setup)
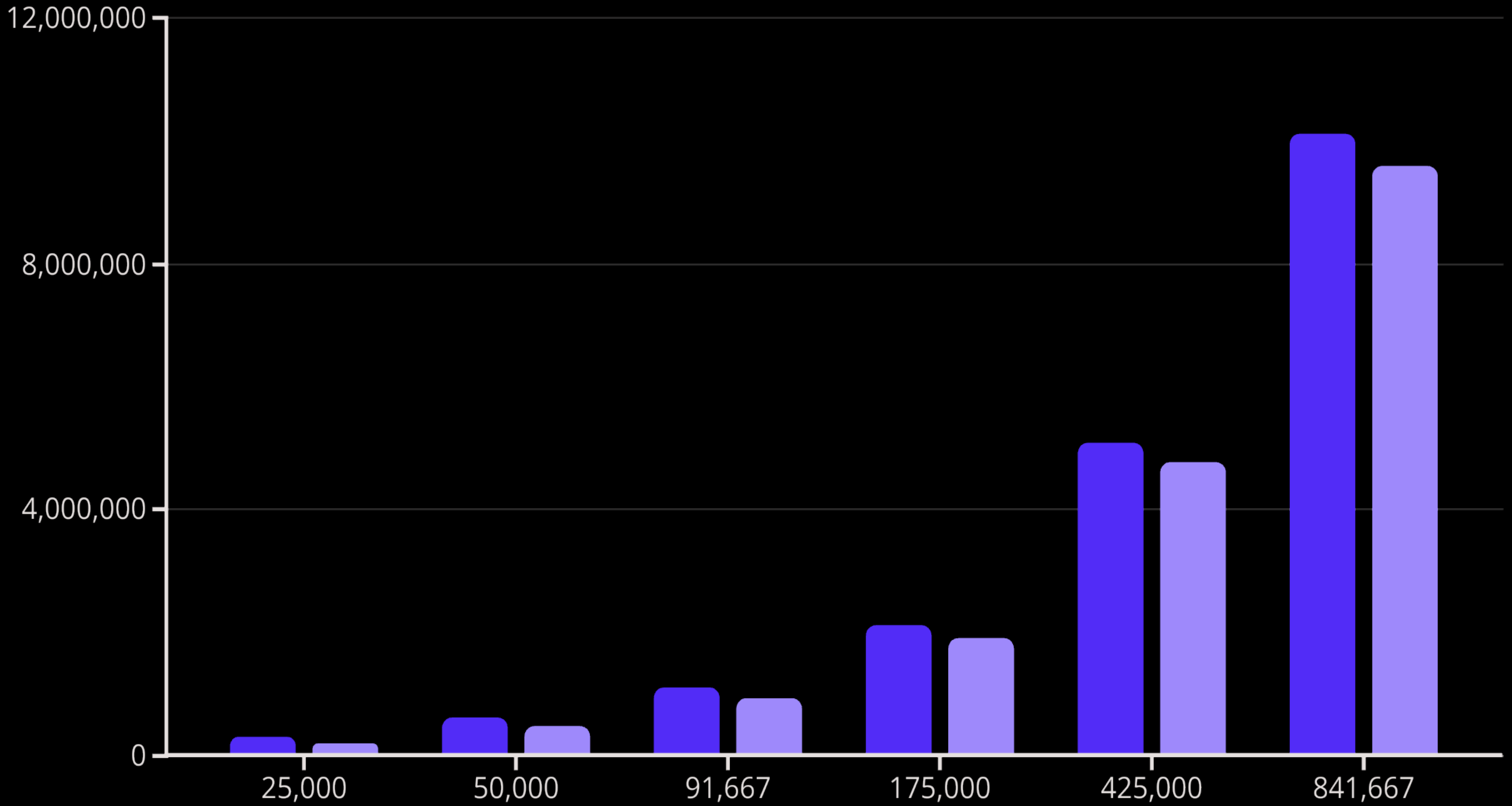- Done for you (Fully Outsourced)

Pricing Models

- Subscription
- Usage Based
- Outcome Based

THE VALUE EQUATION

$$\frac{DREAM\ OUTCOME \times PERCEIVED\ LIKELIHOOD\ OF\ ACHIEVEMENT}{TIME\ DELAY \times EFFORT\ \&\ SACRIFICE} = VALUE$$

Outcome Based Pricing Scenario - Revenue & Margin

An App Factory Model Example

Delivering Value Add Offerings to Wide Variety of Use Cases

200

Client Subscribers

$10k/mth

Subscription

$24M

Recurring Revenue

$22M

Gross Profit

Next Steps

1 **Engage Launchpad GTM Team**

Explore platform capabilities and success stories. Learn how Launchpad can accelerate your innovation journey. Book a personalized session with our experts. Identify specific opportunities for your organization.

2 **Get Access to Launchpad**

Make sure your organization had signed-up for a Launchpad Provider subscription plan. Then work with Launchpad team to coordinate with your company admin to get your team access.

3 **Leverage Launchpad Provider Success Team**

Get resources to jumpstart your innovation process. Begin your 90-day sprint to new revenue streams.

4 **Share and Engage**

Share this evolving market opportunity and engage Launchpad team to help you on your journey.

Q&A Session

Open Dialogue

This is your chance to ask questions and get clarification on anything presented today.