



Making Technology Valuable for Customers & Providers by Enabling Outcome-Led Growth

Customers buy technology on the promise of value realization. According to Gartner, **"if a provider fails to deliver outcomes that create value, the customer relationship will likely end"**

The Outcome Economy Requires an Outcome Led Growth Strategy

The Technology Challenge: Growth Stagnation & Churn

- Customers struggle to adopt technology & realize value
- Providers lack visibility into whether customers realize the value they are seeking
- Renewal, upsell, and expansion rely on value assumptions, not evidence

Outcome-Led Growth: A New Growth Strategy

- Sell beyond product by aligning sales to measurable value outcomes
- Deliver value outcomes through adoption and change management
- Leverage value outcomes to drive renewal, expansion, referral

Outcome-Led Growth puts customer results at the center of how technology providers sell, deliver, and grow

There is a better way to drive successful technology adoption and leverage the resulting customer value realization to unlock revenue and margin growth through upsell, cross-sell, renewal, and referral

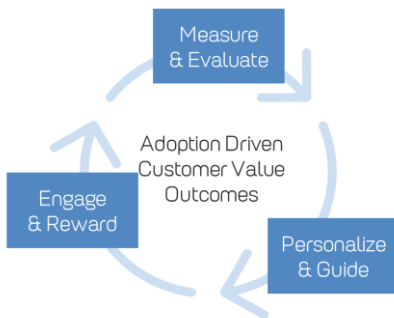


Enabling Outcome-Led Growth

Tivium drives real user adoption to create measurable customer value, leverages customer value to drive provider growth, and scales adoption, customer value, and growth with intelligence and automation.

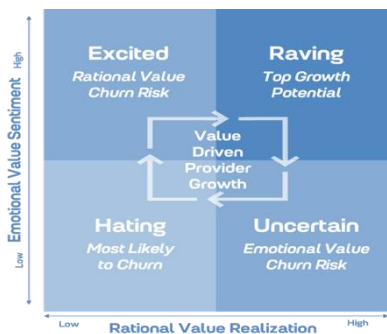
Tivium ADOPT

Driving customer value outcomes with user adoption



Tivium GROW

Leveraging customer value to drive provider growth



Tivium AI

Scaling Adopt & Grow with data intelligence & automation



End User Adoption > Customer Value > SaaS Provider Growth

Revenue & Margin Growth

Accelerate Customer Acquisition

Increase Retention and Renewal

Expand Through Upsell and Cross Sell

Drive Adoption & Change

Tivium Outcome Led Growth Impact

Adoption & change management solution creates new revenue

Commitment to driving value outcomes helps close more deals

Rapid post-sale value realization increases customer retention

Continuous value realization maximizes customer expansion