More recurring revenue from your installed base.

When "Installed Base Monetization" is especially valuable

Your installed assets, products and existing customers generate predominantly one-time revenue. Service, upgrade, data and lifecycle opportunities are pursued locally or opportunistically. The key decision is which recurring revenue models to test and scale now.

Specifically, this means:

DECIDE	BECAUSE ...
• Which customer, product and lifecycle triggers form genuine revenue pools	• a large installed base alone does not generate additional revenue.
• Which offerings and revenue models to test, scale or discard	• service, upgrade and data concepts without willingness to pay do not justify investment.
• How to design pricing, contracts, sales path and pilot	• even a good offering cannot scale without commercial activation.

VALUE LEVER 1 · DESIRED OUTCOME

Clarity on which recurring revenues your installed base can support.

You gain an investable path to scale—not another installed-base analysis:

- **Your strongest revenue pools become visible.** Customers, products, usage, service history and lifecycle events are segmented by economic potential.
- **The best revenue models become pilot-ready.** Value proposition, pricing, contract and sales path turn the opportunity into additional, more predictable revenue.

VALUE LEVER 2 · HIGH DECISION CONFIDENCE

Your decision to scale holds up because actual lifecycle triggers validate demand.

The Installed Base Opportunity Map answers three investment questions:

- **Locate the strongest revenue pools.** Installed products, customers, age, usage, service history and lifecycle events are segmented by economic potential.
  Result: visible revenue pools instead of an undifferentiated installed-base list.
- **Validate recurring customer value.** Service, upgrades, data, uptime, performance and compliance are linked to value proposition and pricing logic.
  Result: prioritized offerings backed by specific lifecycle needs and willingness to pay.
- **Decide whether to scale.** Contract model, sales path, delivery capability and economics are tested with actual customers in a pilot.
  Result: an investable path to additional, more predictable revenue.

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VALUE LEVER 3 · FAST DECISION

In approx. 8 weeks, your strongest Installed Base model is ready to pilot.

The sprint shortens the path from a broad installed base to a small number of commercially sound, pilot-ready revenue models.

- **Weeks 1–3: Locate revenue pools.** The installed base, lifecycle triggers and commercially attractive customer groups are structured.
- **Weeks 4–6: Validate offerings and economics.** Value proposition, pricing, contract and willingness to pay are tested for the top use cases.
- **Weeks 7–8: Decide pilot and scale-up.** Pilot customers, sales path, delivery capability and the scaling roadmap are defined.

> **Sprint principle.** Make revenue pools visible, then test the offering and willingness to pay, then approve pilot and scale-up. Existing customer relationships shorten time to market.

VALUE LEVER 4 · LOW MANAGEMENT EFFORT

Your existing customer and service data provide the working foundation.

Strat-Exx turns installed-base, service and customer data into specific revenue decisions—without a broad market search or major platform program.

Only four inputs are required from your organization:

- installed-base, customer, product, service and usage data,
- input from Sales, Service, Product Management and Finance,
- access to selected existing customers for brief validation,
- decisions on offering, price, pilot and scale-up.

VALUE LEVER 5 · LIMITED SCALE-UP RISK

No broad rollout until demand, price and the sales path are validated.

The greater risk is not an early, small pilot. It is rolling out a new installed-base offering broadly before lifecycle demand, willingness to pay, delivery and the sales path are commercially viable.

The sprint limits this risk:

- Offerings are grounded in actual lifecycle triggers and existing relationships.
- Willingness to pay, pricing and contract logic are tested before rollout.
- Pilot customers validate adoption, delivery capability and a commercially viable sales path.
- Scale-up follows only after a clear investment gate backed by robust economics.

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Proven experience. With an installed base of around 3,000 customers, twelve hypotheses were narrowed to three recurring-revenue models. The share of contracted recurring revenue rose from around 12% to over 20% within 18 months.

By project end, all decision-relevant evidence is on the table:

A. a quantified **Installed Base Opportunity Map** covering customers, products and lifecycle triggers,
B. prioritized **Revenue Pools and Use Cases** by value, timing and feasibility,
C. **concrete** value propositions and offering models for the strongest recurring needs,
D. robust **pricing, contract and economics logic** for each top model,
E. a **pilot design** with customers, sales path, delivery and success criteria,
F. a **scale-up roadmap** for additional, more predictable revenue.

The benchmark. It is not the size of your installed base that matters, but how many real lifecycle triggers are converted into offerings customers will buy and that generate recurring revenue.

How much predictable revenue remains untapped in your installed base today?

YOUR CONTACT



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CONFIDENTIAL STRATEGY CONVERSATION

30-MINUTE CONVERSATION

Via Google Meet · book anytime

calendly.com/clemens-oertel-strat-exx/30min

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