

LeveragePoint for Value Management System

Description

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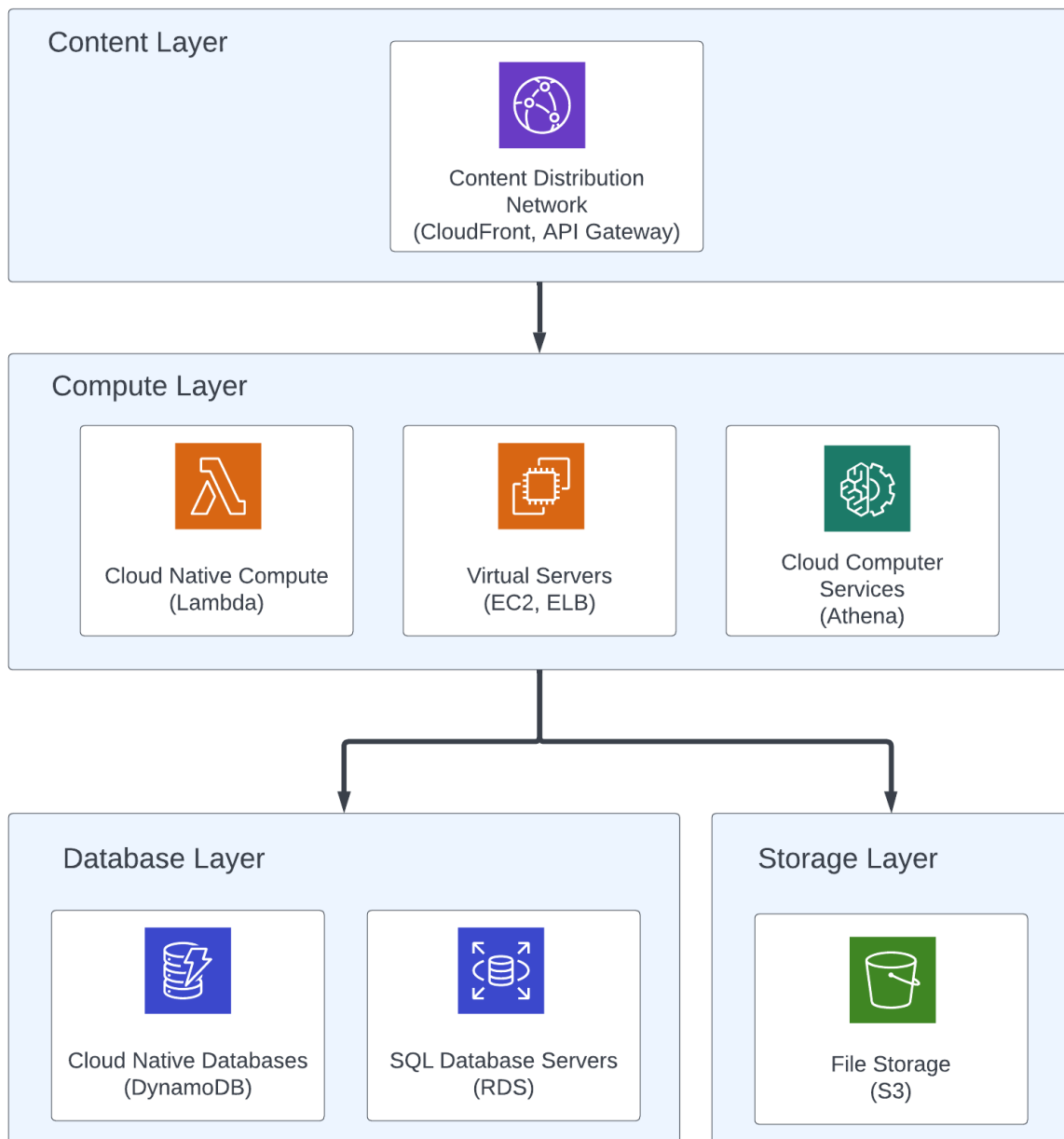
Background

LeveragePoint Innovations Inc. (“Service Provider” or “LeveragePoint”), based in Newton, Massachusetts, owns, manages and operates LeveragePoint for Value Management (“Service”) for its subscribers.

Infrastructure

LeveragePoint is a Software-as-a-Service (SaaS), web application that is hosted at Amazon Web Services (AWS) on virtual servers and services. The application has four main architecture layers: content, compute, database and storage.

LeveragePoint uses different AWS technologies within each of these layers to create a best-in-breed SaaS application. Each AWS technology gives the LeveragePoint application a secure cloud infrastructure with high availability and durability. The management of data centers, physical hardware, and cloud services is provided by AWS. Configuration of services and virtual servers are managed by LeveragePoint.



Software

The Software, developed by LeveragePoint's staff, is a SaaS enterprise application, which Marketing, Product Development, Pricing and Sales teams can use to rapidly collaborate and implement a consistent value-based strategy. It does this by providing pricing, product development and marketing users with the ability to:

- i. model and quantify the differentiated value of their offering in comparison to one or more reference alternatives or competing products for one or a number of customer types or segments. The approach to quantification is based on the Economic Value Estimation methodology, as described in *The Strategy and Tactics of Pricing* (Tom Nagle, et al);
- ii. set pricing strategies and offer design strategies, informed by estimated economic value, value-based segmentation, and/or pricing sensitivity factors, so that price and differentiated value are directly related to each other;
- iii. incorporate estimated economic value into one or more templates for value communication that include the ability to edit and format value messages for each value driver, include additional content, lay out variables and outcomes for display, provide graphs to make communication more impactful, adjust content for potential segments, and map value drivers to stakeholders in the enterprise buying process.

The combined Value Model and value messages are referred to as Value Propositions. These Value Propositions are provided to Sales teams through a sales user interface. Sales teams use these Value Propositions interactively in conversations with customers, modifying numbers in the value driver formulas – based on feedback from the customer – to create Unique Value Propositions.

Value Propositions can be customized for use as interactive case studies or other marketing/sales collateral, and can be exported or downloaded in several formats to be provided to customers. Changes made by Sales can also be accessed by Marketing, Pricing and Product Management to see how Value Models and messages are being received in the market. Various analytic tools are provided to uncover insight into trends and patterns. Value Propositions can also be used for internal product development, pricing, or other marketing purposes.

The Service includes a Value Map tool which enables Product Management to visualize the competitive landscape and potential strategic product decisions based on prices and estimated value, as assessed by weighted benefits and scores.

People

Service Provider supports the Service with on-going development, testing of the application, and by hosting and maintaining the application. Service Provider also provides limited coaching on the development of Value Models and value messages and on the interpretation of data. Service support is provided by the following groups:

Engineering: Performs application development, maintenance and testing of enhancements and modifications to the Service. Also responsible for security administration, security monitoring and disaster recovery planning.

Sales: Sells pilots and subscriptions to the Service. Facilitates discussions with subscribers throughout the process.

Product and Customer Success: Provides support, coaching, Value Proposition development and training to users, both in pilot and subscription modes.

Procedures

To maintain the operation of the Service, Service Provider's Engineering group provides the following services:

- Systems deployment and maintenance
- Security administration and auditing; Service Provider has been audited annually since 2012 by an independent auditor under the SOC 2 Type II framework developed by the AICPA
- Intrusion detection, vulnerability scans, and incident response
- Data center operations and performance monitoring
- Change controls
- Business recovery planning

In addition, Service Provider's Product and Customer Success group provides the following to users:

- Technical Support
- Business Support
- Training

Data

Data, as defined for the Service, constitutes the following:

- Database data, including
 - Users and Groups
 - Value Models
 - Value Propositions
 - Unique Value Propositions
 - Library Data
 - Usage Data
- Error logs
- Exports
- System and security files

Amazon Web Services (AWS)

Service Provider uses Amazon Web Services as a subservice organization for hosting its virtual servers and for other key infrastructure services. AWS is a cloud computing platform providing *Infrastructure as a Service* (IaaS) and has been operating since 2006. The AWS services used by Service Provider are:

- API Gateway: provides web services for microservices
- Athena: provides intrusion detection / auditing services
- CloudFront CDN: provides content distribution services
- DynamoDB: provides scalable cloud database for storing application data
- EC2: provides virtual servers used by Service Provider for its application servers
- ELB: provides load balancing across the Service application servers
- Lambda: provides on-demand compute services
- RDS: provides database service for storing application data
- S3: provides highly reliable and available long term storage of backups and application server images

AWS has achieved ISO 27001 certification, has successfully completed multiple SAS70 Type II audits and periodically publishes Service Organization Control (SOC) reports. The AWS controls are reviewed by their independent 3rd party auditors as part of their SOC Type II audits. Service Provider relies upon the controls put in place by AWS to meet its own Security and Confidentiality objectives and obtains and reviews the AWS audit reports as they become available. More information on AWS security controls and practices can be found at <http://aws.amazon.com/security/>