

## CAESAR GROUP - TIMEVALUE

‘Guaranteed on time delivery of software development projects, it does exist!’

## How to capitalize on excellent operational performance?

### Excellent Operational Performance

In software development what does it mean to have an excellent operational performance? It is widely known that most software projects are delivered later than originally promised. A company that claims to deliver consistently over 90% of their IT development projects on time is a clear exception in the industry. Caesar makes this claim and since their productivity has improved as well, Lead Times of projects shortened and are on average 20% less than competitors offer.

The question for Caesar started to be: 'how to take advantage of such a performance?'

Blue Jonah consultants have been involved to address this question and to create new sales streams for Caesar.

### Development of new marketing offer

Reliable delivery of projects is a significant need for many companies that buy IT projects. Given the excellent on time performance and short lead times of Caesar we developed two marketing offers:

1. For standard market lead times a 'guaranteed on time delivery' backed up with a penalty for each time interval of late delivery, up to 50% of the project price.
2. Only for clients having benefit of significant shorter lead times Caesar promises to deliver much faster and adds a bonus component to the offer. The size of the bonus is related to the value created for the client by delivering the project early - TimeValue.

### Selling the new marketing offers

When price is the major subject of contract negotiations, it's not easy for sales people to ask a bonus on their projects. Together with the lead sales manager in Caesar we build a process for the sales people that helps them to become very effective in selling the new marketing offers. We applied the following frame work:

*Step 1: Agree with your client/prospect on what is the problem and agree on the magnitude of the problem.*

*Step 2: Agree on the direction of the solution*

*Step 3: Agree on the solution details*

*Step 4 Trim negative effects that are created by this solution and make the solution robust.*

*Step 5: Remove obstacles for a formal agreement*

Agreeing with the client on the problem that needs to be solved in a much more detailed and robust way is the key to do valuable projects successfully. Caesar has completed many IT projects now within the concept of TimeValue and is gradually making the shift to create more value for their clients with TimeValue projects.

### Results

- Revenue of Caesar has improved
- Revenue per employee has improved with 20% yearly since the new marketing offers are in use.
- Profitability has improved

*'Theory of Constraints has helped Caesar to make a jump in performance at a pace that we did not anticipate. We create more value for our clients as well as our employees.'*

Hans van de Kooi, CEO

To learn more about TimeValue visit:  
[www.caesar.nl](http://www.caesar.nl)