



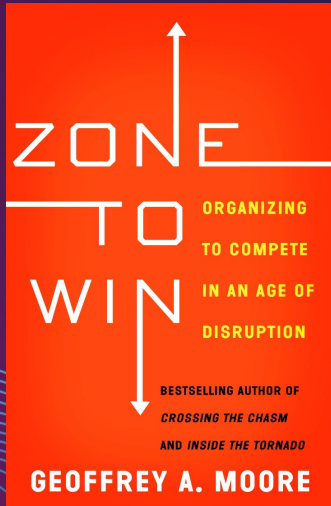
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SaaS METRICS PALOOZA



Zone Your Metrics

Managing Change in an Age of Disruption



SaaS Metrics Palooza
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Zone Management Framework

DISRUPTIVE INNOVATION
(The Next Wave)

SUSTAINING INNOVATION
(Current Business)

TRANSFORMATION ZONE

PERFORMANCE ZONE

**MISSION-
CRITICAL**

**Big
Bets**

**Product Lines
Sales Theaters**

INCUBATION ZONE

PRODUCTIVITY ZONE

ENABLING

**Trial
Balloons**

**Shared
Services**

Each zone hosts different kinds of work.

Accountability Metrics

Each zone measures success differently

TRANSFORMATION ZONE

Portfolio Outcomes

- Revolutionary growth
- Tipping point achieved
- Investor recognition

Power Metrics

PERFORMANCE ZONE

- Bookings vs. plan
- Revenue vs. plan
- Contribution margins

Market Outcomes

Performance Metrics

Adoption Outcomes

INCUBATION ZONE

- Product/market fit
- Marquee early adopters
- Repeatable use cases

PRODUCTIVITY ZONE

- Process improvement ratios
- Program objectives
- Compliance standards

Internal Outcomes



KEY TAKEAWAY:

What gets measured, gets managed. What gets mismeasured gets mismanaged.

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