ENTERPRISE MARKET SUCCESS
How to Scale Your Software Product to Sell to Enterprise

WHY ENTERPRISE CUSTOMERS EVALUATE SOFTWARE DIFFERENTLY

When selling to other Startups and SMBs, they focus on buying solutions that address their key challenges, offer ease of use, and provide clear, affordable pricing. A superior product often wins the day in this segment.

For enterprise clients, however, a high-quality product is just the starting point. To win their business, your product or solution must meet stringent enterprise market readiness standards, demonstrating that it is built to handle the demands of large organizations.

THE PATH TO ENTERPRISE READINESS

To secure enterprise deals, your Software product must deliver on three critical fronts: business functionality, IT/admin capabilities, and security/compliance standards. Without these, large organizations are unlikely to consider your solution.

CORE REQUIREMENTS FOR ENTERPRISE-READY PRODUCTS OR SOLUTIONS

As you prepare to scale, knowing what enterprises expect will help you strategically plan your roadmap. Broadly, the requirements fall into these categories:

1. **SaaS, Multi-Tenancy, and Workspace**: Application tools and systems to manage users, collaborators, and user workspaces.
2. **AWS Marketplace**: Market Analysis and Fit
3. **Data Compliance and Security**: Will your potential customer consider your platform secure for their data?
4. **Product Integrations**: Seamless connections and automation with other enterprise systems, tools, and software.
5. **Systems Integrations**: Seamless connectivity with other enterprise networks or environments including internetworking and across cloud providers
6. **Innovation and AI**: Understanding market competitors and exploring the use of AI and other cutting-edge technologies to build a competitive advantage in enterprise markets.
7. **Platform Readiness and Operations**
   a. **Availability and Resiliency**: Guaranteed uptime, SLAs, and incident management process
   b. **Disaster Recovery**: Formal DR plans and regular exercises to demonstrate DR capabilities
   c. **Scaling and Performance**: Performance metrics and guarantees, SLAs, automatic scaling, incident management process, monitoring and status dashboards
   d. **Cost Efficiency and Management**: Costs and pricing that scales as enterprise volumes are achieved. Cost controls, including the capability to track tenant consumption costs, set budgets and cost controls, and report on costs and consumption

GET ENTERPRISE-READY WITH COMMIT

Commit's Enterprise Readiness Initiative will provide workshops for each of the above categories, with an output of delivering a roadmap that is achievable, affordable, and useful to make your Enterprise Sales dreams into a reality.

TRUSTED BY LEADING ENTERPRISES

ContxtMedia   GearSay   BRAVIANT

HIGH QA   EMERGE   union
HIGH QUALITY AUTOMATION

FOR MORE DETAILS REACH OUT TO OUR EXPERTS

CONTACT US TODAY! ⋯●▶