



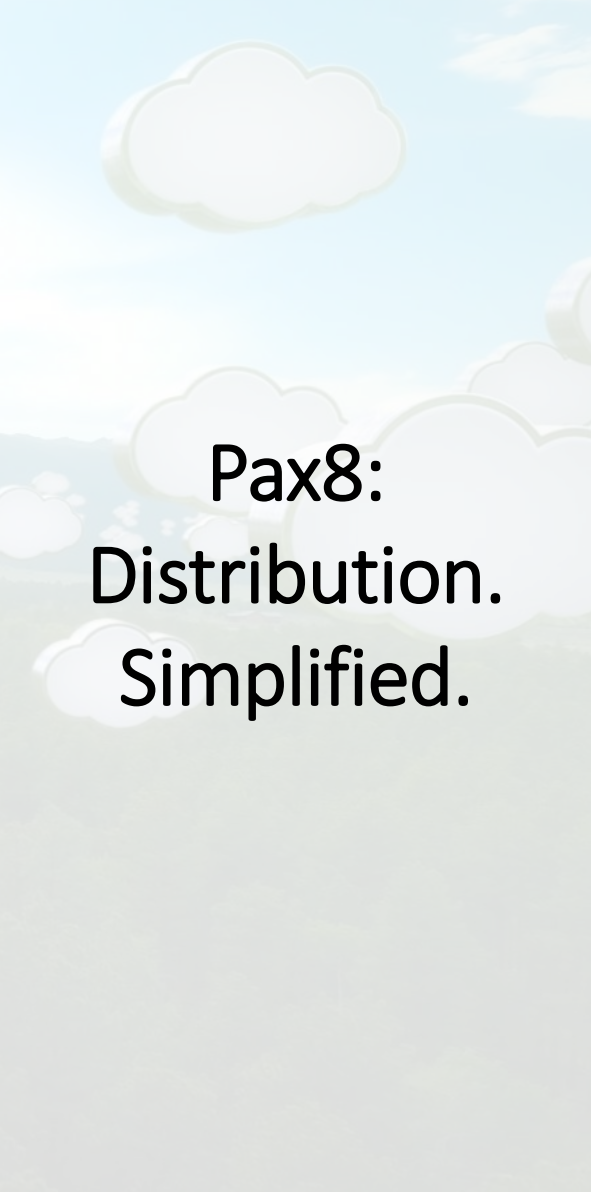
Creating a Winning Business Case

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Pax8

- Our mission: To be the world's favorite place to buy cloud products
- Based in Denver
- 325 employees and growing
- 3500+ partners
- 2019 BuiltIn Colorado Best Places to Work
- The Software Report named Pax8's John Street, as one of the top SaaS CEO's of 2019



**Pax8:
Distribution.
Simplified.**

Perspective
from Both
Sides of the
Table



Keys to Success

#1

Start at the beginning:

What problem are you trying to solve?

Keys to Success

#2

Identify benefits & risks:

What are the implications of solving and/or not solving the problem?

Quantify the impacts

Keys to Success

Demonstrate that you've done your homework:

#3

Why this solution over others?

What are the potential challenges?

Added Tips

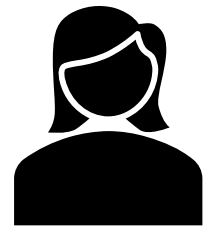
Provide options

- 1.
- 2.
- 3.

Know your audience

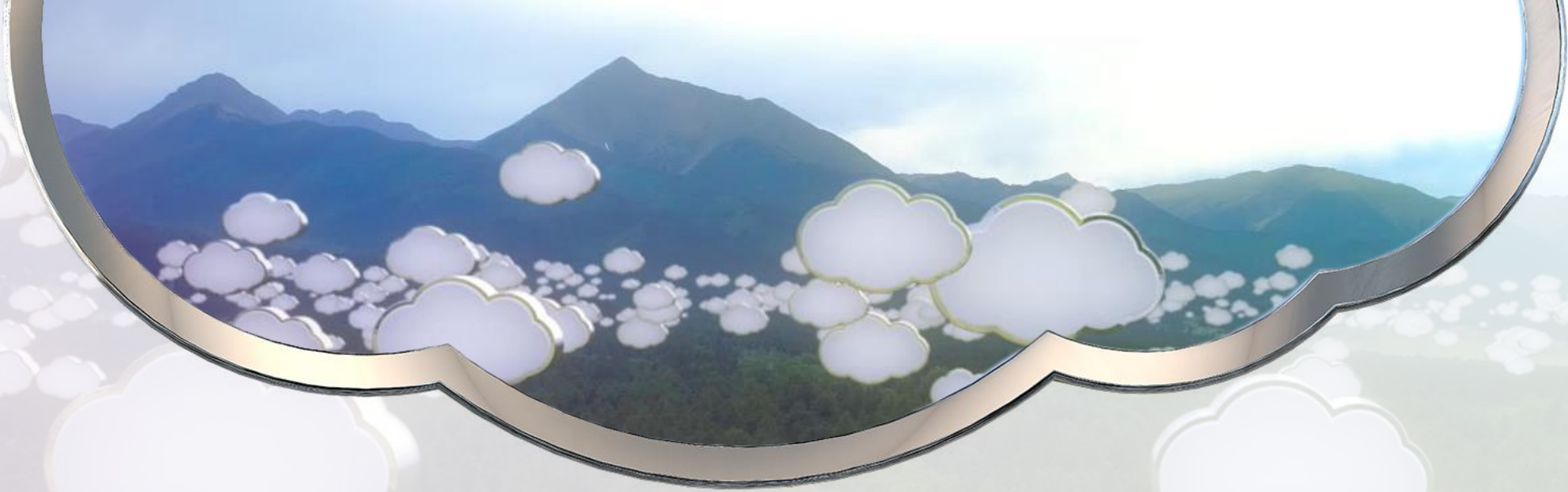


Present with confidence



Perspective
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Sides of the
Table





Thank You