

# InfoSystem Case Study: Transforming Growth Through Strategic Value Optimization

## Executive Summary

InfoSystem, a Florida-based cybersecurity MSP, faced a critical growth challenge: rising customer acquisition costs (CAC) and stagnant customer lifetime value (CLTV). Within 12 months of implementing our Value Strategic Optimization (VSO) methodology, the company achieved a 66% reduction in CAC and 30% increase in CLTV, fundamentally transforming its go-to-market strategy.

### Key Results:

- Customer Acquisition Cost: \$9,600 → \$3,200 (-66%)
  - Customer Lifetime Value: \$58,000 → \$75,000 (+30%)
  - Sales Cycle: 78 days → 42 days (-46%)
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## Company Profile

**InfoSystem** (Founded 2019)

- **Industry:** Cybersecurity & IT Services
  - **Market:** Small to medium-sized businesses in Florida and the Southeast US
  - **Recognition:** MSSP Alert Top 250 for three consecutive years
  - **Ownership:** private ownership
  - **Value Proposition:** "Reduce downtime, improve performance, and keep your systems secure."
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## The Challenge: Growth Barriers

By Q2 2024, the company's board identified three critical growth impediments:

### 1. Rising Customer Acquisition Costs

- Digital advertising spend increased 42% year-over-year
- Qualified leads grew only 11%
- Cost per acquisition reached unsustainable levels

### 2. Stagnant Customer Lifetime Value

- Customer retention rates plateaued
- Upselling strategies showed minimal effectiveness
- Revenue per client remained flat

### 3. Market Commoditization

- Orlando's MSP market became increasingly saturated
- Traditional messaging around "24/7 monitoring" lost differentiation
- Buyers viewed Aurora as "another vendor" rather than a strategic partner

**Initial Assessment:** Our VSO Trust Cost Calculator™ revealed a 9% annual revenue drain due to trust deficits in the sales process.

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## The VSO Methodology: Five Strategic Pillars

### 1. Unique Business Contribution (UBC) Repositioning

**Before:** Feature-focused positioning around monitoring and threat detection

**After:** Outcome-based positioning as the "invisible uptime engine"

*"Cybersecurity is not an add-on; it's the invisible uptime engine powering your client experience."*

Using our UBC Canvas framework, we helped the company identify the "secondary customer" – their clients' customers, ensuring every solution connected to revenue protection rather than just threat alerts.

### 2. Growth Barrier Mapping

Executive leadership identified six systemic barriers to scale:

- Misaligned priorities between sales and marketing
- Inefficient organizational structure
- Lack of unified metrics and accountability
- Limited differentiation in the competitive landscape
- Inadequate value communication
- Pricing model misalignment with value delivery

### **3. Cross-Functional Growth Team**

**Eliminated:** Traditional sales-marketing handoffs

**Implemented:** Integrated cross-functional team with:

- Shared OKRs across departments
- Dynamic strategy sessions
- Real-time customer feedback loops
- Joint accountability for pipeline and revenue

### **4. Neuro-Psychological Sales Framework**

**Discovery Script Transformation:**

- **Before:** Feature-based questioning and technical specifications
- **After:** Risk-relief focused conversations leveraging buyer psychology

**Value-Based Selling Implementation:**

- Pricing based on "contribution saved" rather than "seats protected"
- Quantified business impact in terms of downtime avoidance
- Linked cybersecurity investment to competitive advantage

### **5. Contribution-Based Pricing (CBP)**

**New Pricing Model:**

- Contract tiers tied to measurable business outcomes
- Pricing aligned with downtime prevention value
- Compliance risk mitigation quantification
- "Trust Assurance Clause" increased close rates by 18%

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**Results: 12-Month Transformation**

Metric	Before VSO	After VSO	Improvement
Average CAC	\$9,600	\$3,200	-66%
Average CLTV	\$58,000	\$75,000	+30%
Sales Cycle	78 days	42 days	-46%
Close Rate	Baseline	+18%	+18%

*Data validated by Aurora InfoSystem's finance team, June 2025*

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## Success Factors: Why It Worked

### 1. Trust as Measurable Asset

The Trust Cost Calculator™ transformed "ethical drift" from an abstract concept to a quantifiable KPI, providing CFO-level visibility into revenue impact.

### 2. Secondary-Customer Focus

Sales conversations shifted from defensive IT discussions to strategic business enablement, connecting cybersecurity directly to client SLA performance.

### 3. Psychology-Driven Sales Process

Scripts guided buyers from defensive cost-center thinking to a strategic investment mindset, fundamentally changing the nature of the purchasing conversation.

### 4. Real-Time Strategy Adaptation

Weekly cross-functional reviews enabled course corrections in hours rather than quarters, maintaining competitive responsiveness.

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## Executive Insights

### Key Learnings for Technology Leaders:

1. "CAC is a Trust Problem First, an Efficiency Problem Second"
  - o Measuring trust erosion directly impacts acquisition costs

- Investment in trust-building yields quantifiable returns

## 2. Value ≠ Features

- Engage the entire customer value chain
- Connect solutions to end-customer outcomes

## 3. "Cross-Function Beats Cross-Your-Fingers"

- Integrated teams with shared metrics outperform siloed departments
- Collaborative planning accelerates growth

## 4. Transparent Pricing Drives Loyalty

- Contribution-based pricing models improve both close rates and retention
- Transparency builds long-term customer relationships

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### Implementation Timeline

**Months 1-2:** Assessment and UBC repositioning

**Months 3-4:** Team restructuring and process alignment

**Months 5-8:** Sales methodology implementation and training

**Months 9-12:** Optimization and scaling

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### About VSO Methodology

The Value Strategic Optimization methodology combines behavioral psychology, systems thinking, and data-driven optimization to transform B2B growth strategies. Developed for technology companies facing commoditization and rising acquisition costs, VSO has been successfully implemented across multiple industries and company sizes.

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*For more information on implementing the VSO methodology in your organization, please contact our executive team.*