

SaaS / Subscription Retention Analytics

Who this is for

- PE teams and portfolio CEOs/CFOs in B2B SaaS or subscription businesses.
- Deals where NRR/churn assumptions drive the thesis and need validation.

What we deliver

- Retention diagnostic with at-risk segments and actions to lift NRR.
- Scenario model for pricing/product changes; IC-grade summary.

Decision snapshot (IC-forwardable)

- Validated retention inputs for underwriting; prioritized actions for post-close value creation.

Delivery mechanics (Scope & Timeline)

- Cohort & logo retention analysis; Markov chain validation of NRR claims.
- Churn driver analysis; pricing/packaging and product impact scenarios.
- Timeline: 4 weeks (diagnostic) to 6–8 weeks (deep dive)

Minimum data/access to start

- Customer-level cohorts (start/end dates, ARR/MRR), product usage (if available).

Why AlphaStratz — Enhanced Credentials

- Former Gartner Executive Partner; evidence-backed underwriting discipline.
- 20+ years enterprise architecture: Microsoft (VP), Federal Reserve Bank (Digital Transformation Lead), Deloitte, Thoughtworks.
- TOGAF 9 Enterprise Architect; J.D., MBA.
- Delivered \$3B pharmaceutical carve-out 3 months early with \$24M TSA savings.

Proven at Scale

- Platform integrations supporting 5+ sequential bolt-on acquisitions.
- Technology separations across 15+ countries; 47 applications; 62-person team transfer.
- Portfolio work across \$50M–\$500M middle-market PE transactions.
- Built practices from zero to \$25M+ annual revenue; led 30+ distributed technical staff.
- 30+ state CIO relationships; surge-bench SMEs (security, data, cloud, AI).

Regulatory & Compliance Credentials

- SOX 404 IT controls; SOC 2 readiness.
- HIPAA safeguards; FDA SaMD (AI/ML); GxP compliance.
- GDPR Article 32 TOMs; PCI-DSS; GLBA; FedRAMP Moderate.
- NIST CSF assessments (Identify, Protect, Detect, Respond, Recover).

SaaS / Subscription Retention Analytics - cont'd.

Representative Outcomes (Anonymized)

- \$3B pharma carve-out: delivered 3 months early; \$24M TSA savings.
- SaaS platform integration: identified \$8M hidden API technical debt pre-close.
- Cloud FinOps diagnostic: \$1.8M annual run-rate savings; +340 bps margin expansion.
- Buy-and-build program: avoided \$12M+ future costs via integration architecture remediation.
- Retention validation: 8-point NRR gap vs management claim; \$4.2M revenue variance impact.

Fit + Next step — Enhanced

- Best fit: buy-and-build platforms (integration scorecards); carve-outs with separation complexity swinging \$5M–\$15M valuation; SaaS/platforms where technical debt affects scalability; \$50M–\$500M transactions where Big Four overhead doesn't fit timeline/budget.
- Confidence: If seller kills deal, 50% credit to your next DD; transparent scope/pricing/timeline; kickoff + data request within 24–48 hours; references available.
- Next: 30-minute discovery this week → proposal in 48 hours → start in 3–5 business days from SOW.

Commercials

Pricing: Project-based; multi-company programs discounted