

THE EU DATA ACT WHY SAAS COMPANIES MUST BECOME TRULY CLIENT-CENTRIC

And how to build the capabilities to thrive in a no-lock-in world.

The EU Data Act

1

Legal briefing: What the act actually mandates, and just as important: what it doesn't.

2

Commercial impacts: How this affects product mix, expansion motions and how we think about churn and qualification.

3

Sales leadership lens: What CROs and VPs Sales can do now to ensure a smooth transition for their GTM teams and clients.

What the Data Act *requires*

- 1 SaaS providers must remove technical and commercial barriers to switching providers.
- 2 Mandatory data portability & clarity on data usage.
- 3 Data must be provided in a structured, commonly used, machine-readable format (no cryptic!) and in a secure and timely manner.
- 4 Switching charges (including data egress fees) must be removed and transparency expectations have significantly increased.

What the Data Act *doesn't* do

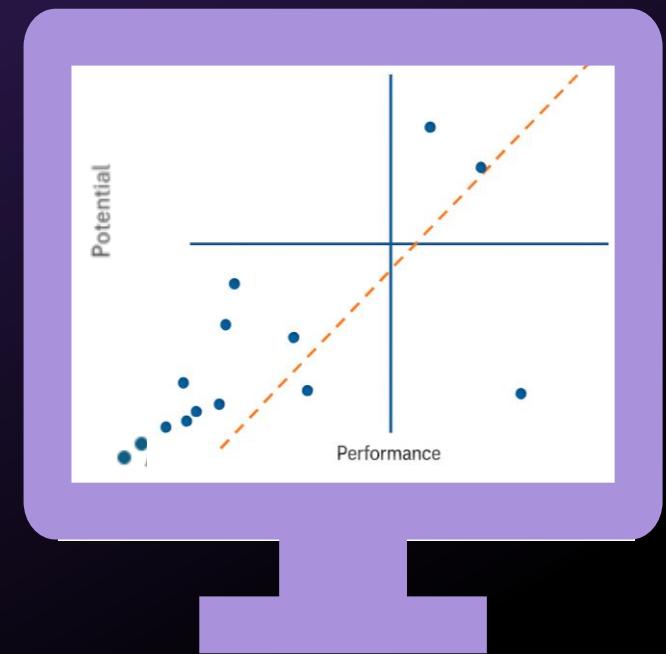
- 1 Does not forbid commercially healthy pricing and multi-year contracts.
- 2 Does not ban reasonable & proportionate early commercial termination fees (must be contractually agreed).
- 3 Does not dictate your product strategy.
- 4 Leaves room for compliant creativity in pricing, packaging & contracting.

Enabling Quarterly Business Reviews

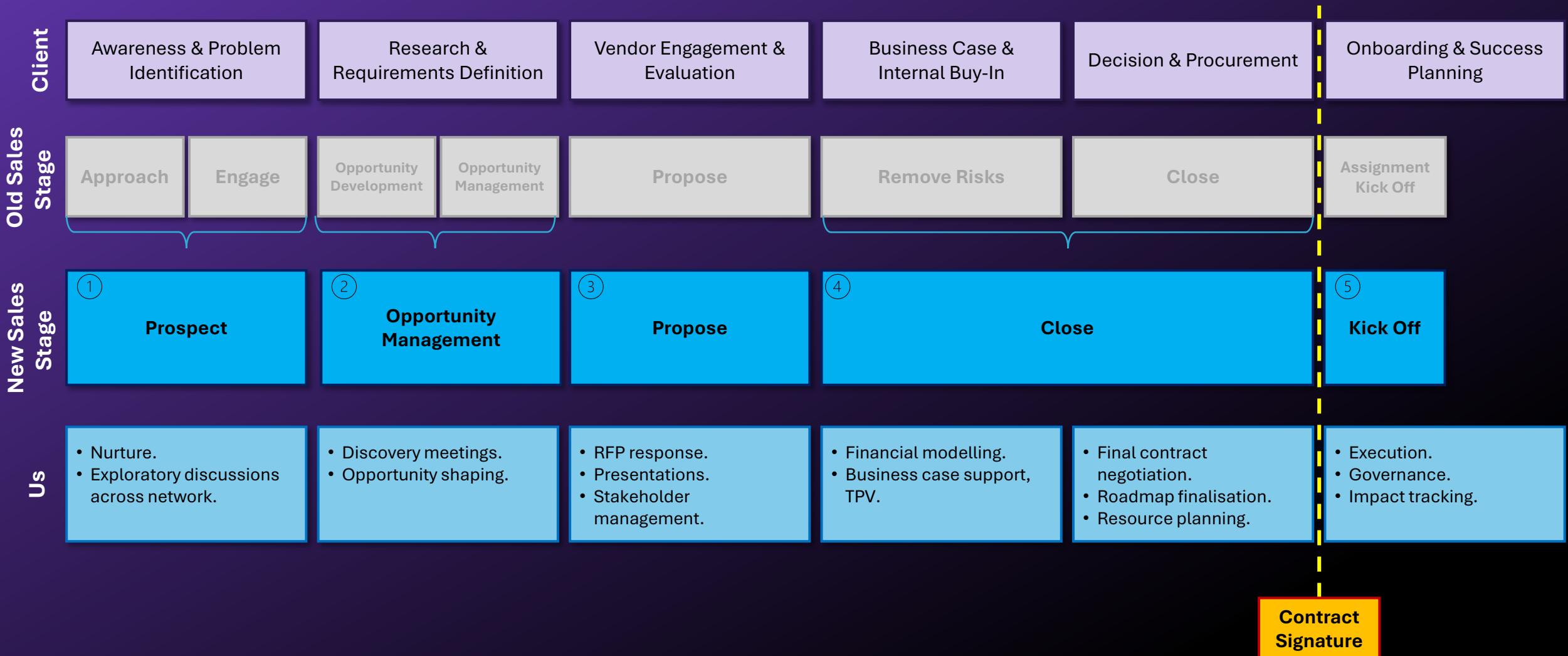
- 1 Complete a whitespace analysis in existing & prospect accounts vs. historical performance.
- 2 Decide the team sizes and who goes in which team.
- 3 Assign accounts.
- 4 Match with a Sales Capacity analysis: if the Sales Reps achieve targets in those accounts, do we reach the company target?

Yes : Announce.

No : iterate to Step 1.



Revised sales stages



NTABO Qualification Framework

Client: Example

Don't know: 0, Think you know: 1, Definitely know: 2, Validated: 3

Criteria	Key Questions	Score	Notes
Need	What do they want and why do they want it?	3	Improve retention of existing high performers and hire/ramp new salespeople more effectively
	What is the issue, the consequences and associated value impact?		Levels of morale, sales leadership spans and current comp scheme all contributing to high attrition and long time-to-target. Revenue impact at least £1.75m in last FY, major contributor to missed revenue numbers.
Timeline	When do they need it?	2	Programme needs to be under way by Month 10
	What's the "compelling event" that underpins the timeline?		Flight risk highest around the end of the FY and final comp payments in Month 1: must take action at least 90 days ahead of this, i.e. Month 10
Authority	What is the process?	1	HR will take the proposed programme and costings to the quarterly leadership meeting for sign-off by CRO and Finance. Dates not yet identified.
	Which people are involved, in what roles?		HRBP, Sales Enablement, Sales Leadership, RevOps and Finance all involved. Exact roles not fully clear.
	What are the decision criteria?		Primarily focused on European presence, multi-language capability and digital learning support.
Budget	How is it being funded? What is the level of investment allocated?	2	From HR/L&D Budget Centre £1500/Sales FTE = £375k for next FY, all still available
Obstacles	Who we are competing against (internal/inertia/direct/indirect)?	0	Not clear if we are the only external provider being considered. Internal competition unlikely given resource capacity limitations.
	Can we match all of their non-negotiable solution requirements (technical, contractual, legal, financial etc.)?		Have not contracted with them before, have yet to see their contract language, potential issues re. Parent Company Guarantees
	Do we have a clearly unique and differentiated offer vs. the competition?		Not sure, our Spanish, French and Italian language delivery may be unique but need to confirm

53%



Need:

“What business process would actually break if this use case were not delivered?”

“Which part of the organisation feels this pain the most — and which part merely sponsors it?”

“If priorities shift in 6–12 months, why would this use case still matter?”

Time:

“When do you expect to see the first measurable business impact?”

Authority:

“Who will judge whether the solution is a success — and on what basis?”

Commercial leader lens

- 1 Shift the focus: From 'term-based' to 'value-based' stickiness.
- 2 Product Roadmap Visibility is a commercial asset.
- 3 Sharpen your value proposition.

Pricing & margin strategy

- 1 Rebalancing: more transparent upfront economics, Tied to the actual activities and effort your team performs
- 2 Termination: moving away from punishment to cost recovery
- 3 Alignment between Product, Legal and Sales with strong regular cross-collaboration.

The EU Data Act

1

The Data Act doesn't kill SaaS, it kills weak propositions, loose pricing strategy and lock-in practices.

2

The real differentiator becomes earned loyalty through continuous customer value delivery.

3

Commercial leaders are critical to enabling positive change.