

CASE STUDY

VELOCITY GROWTH PARTNER PLANNING

Executive Alignment, Joint Planning, Major Win

CUSTOMER

A global IT Consulting & Systems Integrator

INDUSTRY

IT, Telecom

REQUIREMENTS

- Drive growth through partner and alliance channels
- Enable local partner arrangements

SOLUTION

- Velocity Growth Partner Planning
- Facilitated joint organisation Go-To-Market strategy

BENEFITS

- Improved partner sales team collaboration
- Joint market pursuits
- Measurable contribution to joint wins and growth

This leading global IT Company provides fully integrated next generation industry solutions to Fortune 500 companies. For most large companies relevance, ability to keep pace & innovate and grow, is driven in part through formation of strategic partnerships and alliances. While these look good from a marketing perspective their effectiveness always lies in the execution of actual sales at the 'ground' level.

Announcement of one "game changing" alliance generated strong interest from current clients and the analyst community. While the joint opportunity around a core technology transformation was evident, there were many concerns from the sales teams in the regions. How do two companies with very different sales cultures work together? How do we manage accounts were we compete?

These were some concerns., and on the 'ground' it seemed easier to do nothing.

The Australia/NZ region engaged current Unitive consultants, to facilitate a process with regional executives and key sales & offering owners from both organisations to build a joint regional strategy. This approach was then further cascaded to agreed target accounts, essentially building a joint Go-To-Market plan. The results spoke for themselves:

- Significantly improved collaboration & executive support between the two companies at a regional level
- Focused and measured joint sales effort
- Whilst one large initial opportunity was unsuccessful, the lessons were brought in to the next major pursuit which signed a transformational deal for a major manufacturer for \$400+M 6 months after starting the partner planning

