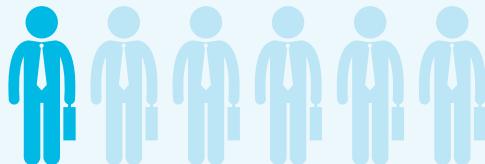


# How this global top-100 cloud service provider opened up a new revenue stream for key sales partners



100% of Cirrity sales come through its channel partners



1 in 6 new partners previously in revenue for cloud



400% increase in the number of partners in revenue following practice building

**“** We couldn't wait three or six months for partners to figure out how to build their cloud practice. Now we are seeing some real momentum for 2016, with major wins already under our belt. Gerry Baron, Chief Marketing Officer, Cirrity **”**

## WHAT WAS THE CHALLENGE?



Rapidly increase sales of cloud services among partners with little or no experience



Convince partner executives to commit to cloud sales and support sales teams to find the opportunities

**“** We knew our partners could leverage their trusted role with customers to open up sales conversations about cloud. But we quickly realised that many were struggling with the transformation **”**

## WHAT DID WE DO?



Delivered a specialised Practice Builder workshop to give senior executives a way to create their go-to-market plan for cloud

**“** The workshop meant these business leaders had to confront how they wanted to take business forward with cloud. Practice building was a moment of truth for them. It showed them that they really could do it **”**



Customised our Cloud Enablement programme for partner salespeople so they could quickly start selling cloud

**“** Lightbulbs were going off about how to talk to customers about cloud services. One MSP left the workshop and almost immediately started reporting leads **”**

## WHAT WAS THE OUTCOME?



Within 90 days of the enablement program, two-thirds of partners that attended were generating new cloud revenue



Quickly increased momentum for cloud sales with key wins by the end of 2015

**“** By the end of 2015, the pilot had resulted in getting five of the six new partners generating monthly recurring revenues. The Cloud Enablement sales workshops were also critical to bringing forward one of the biggest deals in Cirrity's history **”**

# How this global top-100 cloud service provider opened up a new revenue stream for key sales partners



## About Cirrity

Cirrity is a channel-only cloud service provider, ranked among the top 100 in the world. With industry leading SLAs and high performance infrastructure, combined with a security and compliance focus, Cirrity is dedicated to providing its partners and their customers with secure and highly available cloud computing.

## The problem

As a 100% channel business, Cirrity's success is built on the success of its partners. Cloud business opportunities were increasing but many of these partners were not in a position to take advantage. Their pre-existing sales models were geared to large-scale, one-off hardware sales rather than the monthly recurring revenues (MRR) from cloud.



Rapidly increase sales of cloud services among partners with little or no experience

Cirrity needed its key sales partners to adapt to the cloud sales model quickly to avoid missing out on revenues. As Cirrity's CMO, Gerry Baron, explains,

**“ We knew our partners could leverage their trusted role with customers to open up sales conversations about cloud. But we quickly realised that many were struggling with the transformation. ”**

Six new major channel partners had already engaged with Cirrity on the cloud sales proposition. However, even after many months, none were generating cloud revenue and one was considering backing away from cloud altogether. With sales targets to hit, Cirrity needed to find a solution and fast.

Initial attempts to address the gaps between on-premise and cloud business models, sales focus and technology knowledge involved Gerry and Cirrity's CEO. But this approach was not scalable and took up too much time for those involved.



Convince partner executives to commit to cloud sales and support sales teams to find the opportunities

After showing the gap analysis to Cisco, the technology vendor recommended Innovise ESM.

## The solution

We delivered a specialised Practice Builder workshop for senior executives.



Delivered a specialised Practice Builder workshop to give senior executives a way to create their go-to-market plan for cloud

The initial practice building session showed executives exactly what they could achieve with the right level of business commitment. Led by an Innovise ESM consultant, attendees were presented with real-world considerations from someone with a proven track record. In particular, relevant experience of building and launching a global cloud business unit that now generates over \$1 million in annual revenue within each of the vertical markets it operates.

As Gerry says,

**“ The workshop meant these business leaders had to confront how they wanted to take business forward with cloud. Practice building was a moment of truth for them. It showed them that they really could do it. ”**

The Practice Builder workshops also provided an open forum for partners to analyse and review specific areas critical to future success, including:

- Identifying the market solution and opportunity
- Implications of the new business model, especially financial models

- The impact on salespeople and how to approach the customer
- The role of marketing and how to stand out in the market
- How to support customers by providing trusted professional services

Using these sessions to gain commitment from partner executives was essential for gaining buy-in to the overall cloud sales model. But delivering against cloud targets also required practical support for salespeople.

**“ We wanted to build up a groundswell of activity and start seeing pipeline growing for us and our partners before the end of 2015, explains Gerry. ”**

Following on from the Practice Builder sessions, we then delivered proprietary Cloud Enablement workshops for larger sales teams and important managed service providers (MSPs) that were looking to build new revenue streams.



Customised our Cloud Enablement programme for partner salespeople so they could quickly start selling cloud

## The results

Cirrity started seeing results straightaway. As Gerry says,

**“ Lightbulbs were going off about how to talk to customers about cloud services. One MSP left the workshop and almost immediately started reporting leads. ”**

By combining the two sessions – Practice Builder and Cloud Enablement – Cirrity had enthused its sales partners and accelerated pipeline for cloud sales. As Gerry goes on to say,

**“ We couldn’t wait three or six months for our partners to build up a cloud practice. Now we are seeing some real momentum for 2016, with major wins already under our belt. ”**



Within 90 days of the enablement program, two-thirds of partners that attended were generating new cloud revenue

By the end of 2015, the pilot had resulted in five of the six new partners generating monthly recurring revenues. The Cloud Enablement sales workshops were also critical to bringing forward one of the biggest deals in Cirrity's history.



Quickly increased momentum for cloud sales with key wins by the end of 2015

Cirrity and Innovise ESM continue to work together and are broadening the Cloud Enablement activities to more channel partners through further consultant-led events and by scaling to wider audiences through the use of Webex and video sessions. Using the best practice and use cases developed during the original workshops, Cirrity is now in a better position to encourage more partners to adopt the cloud business model.

**“ We win when our customers win,” concludes Gerry. “So that’s why we invest in our channel partners who see their growth coming from the cloud. This partnership model is key to our success and Innovise ESM Training has played a crucial role in us providing more value to our partners. ”**

## At a glance: Innovise ESM

Innovise ESM provides services to help IT vendors and their partners make the transition needed to be successful and compete in this new era of digitisation. Our consultancy, sales programmes and digitalized enablement help build new practices and capabilities across diverse growth areas such as Hybrid Cloud, Security, Software, Analytics and IoT/IoE.

By partnering with our customers at a strategic level we can map the journey to increased business success and transformation. From this starting point, we then craft an enablement solution that delivers against core business objectives.