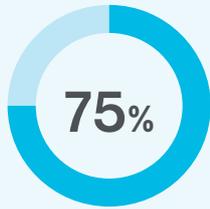


# How one Fortune 500 company quickly gained the buy-in of indirect sales partners to grow revenues for a new cloud business



75% of estimated annual growth in first quarter alone



Faster lead times for new sales - from eight months to three



+200% growth in cloud revenues in year one from a standing start

“ We now have a growing indirect sales channel for our cloud business, fully committed sales reps and impressive revenues. All this within nine months of meeting Innovise ESM for the first time. Alliance Program Manager ”

## WHAT WAS THE CHALLENGE?



Transform a successful sales model to adapt to new cloud opportunities



Gain buy-in from a disparate indirect sales channel

“ We wanted to shift away from an IT and hardware focused sales strategy to a business and cloud strategy. Innovise ESM asked the right questions and presented us with the best way of doing that ”

## WHAT DID WE DO?



Ran specialist Cloud Enablement workshops for 100 key partner sales representatives to drive engagement



Produced 24 easy-access videos to broaden reach to the entire channel

“ You could see that light bulb moment around the room. People were leaving the workshops and they were already talking about new cloud sales opportunities. They were ready to go, right there and then ”

## WHAT WAS THE OUTCOME?



Accelerated monthly recurring revenues of new cloud solutions business



Increased engagement with sales partners and manufacturers

“ The chatter in the market between the VARs about our approach has actually drawn more partners to us. We now have a growing indirect sales channel, fully committed sales reps and impressive revenues. All this within nine months of meeting Innovise ESM for the first time. We couldn't have achieved all of this in such a short space of time without Innovise ESM ”

# How one Fortune 500 company quickly gained the buy-in of indirect sales partners to grow revenues for a new cloud business

## About this Fortune 500 US Communications Provider

The company is a leading provider of advanced network communications to businesses across the U.S. Established over 70 years ago, it has grown through acquisitions to become a Fortune 500 company with annual revenues in excess of US\$6 billion.



Transform a successful sales model to adapt to new cloud opportunities

## The problem

With the launch of a new cloud business, this communications provider needed its indirect channel partners to change their approach and make sales that were no longer based around on-premise equipment. Yet these previously successful value added resellers (VARs) were struggling to close deals on cloud solutions.



Gain buy-in from a disparate indirect sales channel

There was trepidation among some VARs because the revenue model was changing from the existing single payment based on hardware sales to monthly recurring revenues. As the Alliance Program Manager explains,

“Some of our VARs had never sold cloud before and had no experience of how cloud revenues would be attributed back to them”

They needed to gain expertise quickly. But the existing sales training was not working to its full potential. Salespeople were finding it took too long to complete and was sometimes too technical. It needed to be more engaging.

*Without quickly improving sales training, the provider was set to miss out on millions of dollars of revenues.*

## The solution

The company turned to Innovise ESM because of our strong reputation for Cloud Enablement. The Alliance Program Manager was keen to tap into our ideas for addressing the new buyers of IT – the business lines that are actually using cloud services.

“Innovise ESM has a foundational knowledge of cloud and understood where we were coming from right from the start,” he explains. “We wanted to shift away from an IT and hardware focused sales strategy to a business and cloud strategy. Innovise ESM asked the right questions and presented us with the best way of doing that”

We set about creating and delivering a programme of specialist cloud sales workshops for 100 sales representatives in key partner organizations. The workshops were specially designed to arm sales reps with what they needed to start cloud conversations and finalise deals. In particular, they addressed how reps should be shifting their sales behaviour away from the more familiar on-premise equipment packages towards the new cloud business model of monthly recurring revenues.



Ran specialist Cloud Enablement workshops for 100 key sales partners to drive engagement

The next challenge was making sure that people understood the value of these specialist sessions was worth taking time off the road. So we invited major VARs to the first workshops to make sure the idea worked.

All positive or negative feedback we incorporated into future sessions. Crucially, the sessions provided people with sales arguments that they could apply the very next day.

Having attended each of the workshops, even the Alliance Program Manager was surprised by the level of engagement.

““ You could see that light bulb moment around the room,” he says. “People were leaving the workshops and they were already talking about new cloud sales opportunities. They were ready to go, right there and then.””

## The results

The success of the workshops was not just limited to the enthusiasm of the attendees. Recognising that they could only cover around 100 individuals, the US communications provider asked us to work on a way to target more partners.

We recommended a series of on-demand video tutorials. Available at any time, sales reps around the country could access brief but relevant insights on how to sell their cloud services.



Produced 24 easy-access videos to broaden reach to the entire channel

According to the Alliance Program Manager, this combination has accelerated the success of the company's cloud solutions business.

*Between 75-80% of anticipated cloud sales came in the first three months – five months ahead of schedule.*

Despite initial concerns, more and more VARs are contacting the provider with new cloud sales proposals.



Accelerated monthly recurring revenues of new cloud solutions business

The chatter in the market between the VARs about our approach has actually drawn more partners to us,” according to the Alliance Program Manager. “They ask for our advice on cloud sales too. We now have a stronger working relationship as a result.



Increased engagement with sales partners and manufacturers

The company has also profited from a rise in associated networking sales as reps open up conversations with net-new customers about more traditional products and services. Technology manufacturers also see the provider as an innovator because of the increased revenues its cloud sales are delivering in the form of supporting hardware sales.

““ We couldn't have achieved all of this in such a short space of time without Innovise ESM,” says the Alliance Program Manager. “We now have a growing indirect sales channel, fully committed sales reps and impressive revenues. All this within nine months of meeting Innovise ESM for the first time.””

## 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/loE.

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.