



CASE STUDY

New Markets, New Strategy, New Offerings, New Team STRATEGIC MARKET PLANNING

CUSTOMER

A global IT Consulting & Systems Integrator

INDUSTRY

IT, Telecom

REQUIREMENTS

- Align sales and client relationship teams
- Clear go-to-market plan
- Grow the business

SOLUTION

- Velocity Growth Market Planning

BENEFITS

- Mutually agreed go-to-market plan
- Rapid qualification of opportunities and focus
- Sales targets exceeded

This leading global IT Company that provides fully integrated next generation industry solutions to Fortune 500 companies, wanted to bring its global applications portfolio to the Asia, Middle East & Africa regions. While there was existing business presence in these emerging markets the existing client contracts represented a heavily infrastructure based portfolio.

Engaging with current Unitive consultants, the leadership identified focus countries, industries and offerings and commenced a strategic planning process for the current fiscal year. Through country and industry research, relationship mapping and targeted hiring and assessment of new sales talent the strategic planning process commenced.

Taking the team and research inputs, a series of workshops were scheduled at the industry, region then account levels respectively. Over the course of 4

months, in Singapore, China, India, Japan, Hong Kong, Malaysia & Vietnam, over 200 executives, sales representatives, partner and alliance staffs were engaged in the process. The **engagement and buy-in was key** for the execution of the go-to-market strategies. Through the facilitated process the following benefits were obtained:

- The applications sales division grew new portfolio revenues and exceeded their fiscal year sales target
- Development of a clear roadmap to underpin the regional strategy and drive further account and opportunity planning focus
- Focused and qualified business development effort

Talk to Unitive about how to engage your teams and clients in go-to-market planning...that gets results.