



Transitioning a \$30MM Organization From Product Resale to Managed Services

The Company

Our client; a \$30MM hardware and software reseller whose primary vertical market is Federal, State and Local government and Education, has built its business steadily over the last 17 years into one of the fastest-growing businesses in its local market.

With a staff of 40+ employees, this high-profile business desired to realize growth through the addition of a Managed Services practice, and engaged with SPC to help them develop and implement an operational, marketing, sales and service transition strategy.

The Need

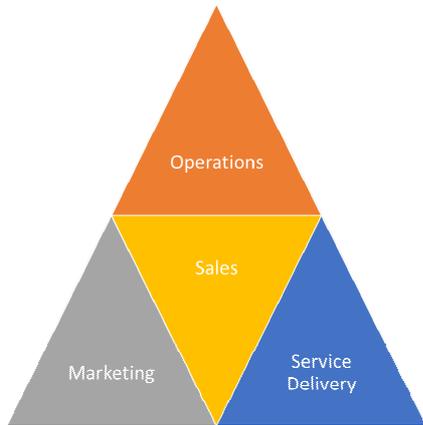
Since the company had no prior experience with Managed Services or Professional Services, they needed objective, skilled, third-party assistance to safeguard their transformation to become an effective, profitable Managed Services Provider and guarantee the efficacy of the approaches used during their growth and transition period.

These needs required the implementation of new marketing, sales and service delivery processes and procedures, the attainment and proper configuration of PSA, RMM and Network Discovery tools, creation of a NOC and Help Desk and engaging with strategic vendors to develop a solid service and solution stack, along with creating a high-margin pricing, bundling and sales methodology.

The Solution

A Virtual COO Consulting Engagement

SPC delivered a Virtual COO Consulting engagement that allowed our client to improve their organization's Managed Services and Professional Services business acumen, growth and performance in existing and new markets with strategic clients that accelerated and increased Services sales and sales value, improved new client On-Boarding and ongoing service delivery efficiencies and established a playbook to replicate this success in additional markets in the future.



The Results

- Accelerated, controlled growth and stability from greater sales of high-margin Professional, Cloud and Managed Services, reducing the peaks and valleys of inconsistent time and materials, point product and solution revenues
- Service delivery processes tuned to ensure that proper service dispatch, tiering and escalation processes are followed to maximize efficiencies, client satisfaction and retention
- Project Management processes modified and monitored to eliminate scope creep and seep through proper change, communication, risk and project phase review processes and management
- Sales engineering processes modified, and engineers and sales engineers properly trained to accelerate sales velocity through role-play, training and review and/or modification of existing sales proposals and templates
- Realization of higher ancillary sales through the identification of additional up-sell and cross-sell professional services opportunities with existing and new clients with effective Quarterly Business Review techniques
- Greater brand awareness, visibility and positioning as the clear leader among their competitors, and obvious choice to fulfill the needs of Professional Services, Cloud and Managed Services clients
- Demonstrated that major changes can be managed by existing staff without loss of focus or effectiveness on normal priorities
- Avoided staff productivity loss by focusing on the future and the business outcomes, and not the transition
- Even greater stature in the eyes of their leadership, stakeholders and staff