

Cloud Solution Launch | Enter New Market through Distributors and Resellers



Situation

A major software company wanted to capture market share with a new cloud-based offering. The client targeted its low-cost, low-touch cloud solution to small businesses that buy through resellers. Before launching the new offer, the client wanted to define the customer experience and to pre-empt any objections that distributors, resellers and customers might have to this new way of doing business.

The software company needed its distributors to sell a new cloud-based offering, but doing so presented potential challenges for both distributors and resellers. The client could not risk alienating resellers, which are responsible for a significant portion of their business. Many resellers said they did not have the capability to sell and deliver the subscription-based business model. Therefore, before rolling out the new offer, the client needed to address all possible reseller issues and ensure the offer was perfectly designed for the end customer.

Solution

SolomonEdwards deployed change management experts to help bring the new offer to market. Working with an internal team, the consultants helped identify major distributor and reseller concerns and then developed the solutions to overcome them.

SolomonEdwards' approach included an emphasis on customer experience and sales transformation, applying change management strategies to identify impacts and to drive solutions that resulted in a new selling model. Once the critical issues were identified, our consultant developed a plan to help resellers adopt the new model and roll out the offer.

Results

SolomonEdwards helped the team define the cloud offering in a way that both resonated with customers and was manageable for resellers and distributors. Mapping the customer experience helped shape the product offering and resulted in a playbook still used by the client on similar projects today. Our consultants persistently focused the team on the critical few issues, ultimately leading to new and improved selling and ordering processes. The attention to their issues ultimately gave distributors and resellers the confidence to adopt the new business model. The new offer launched successfully, helping the client to capture the important small business opportunity that they sought.


INDUSTRY:
Technology


DEPLOYMENT:
Individual

SERVICES:


- Business Transformation
- Customer Experience Scenarios
- Impact Analysis
- Change Management Strategy
- Roadmap, Launch Plan and Project Tracking