

BUSINESS TRANSFORMATION

For a client who is a SAP implementation partner serving in India, Middle East and North America

TRANSFORMATION GUIDE
December 2020

INDUSTRY SECTOR
IT

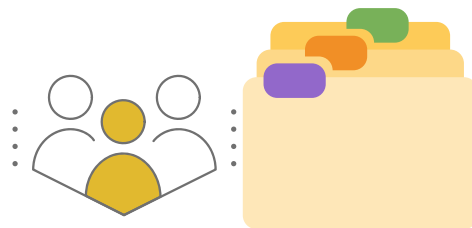
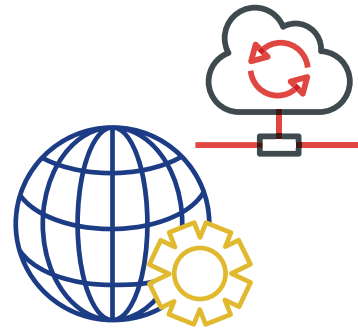
CLIENT SITUATION

Client had been growing revenues from SAP services. However, the Board has been pushing for diversification to other IT platforms. They also wanted to sharpen their domestic and international direct and partner sales.



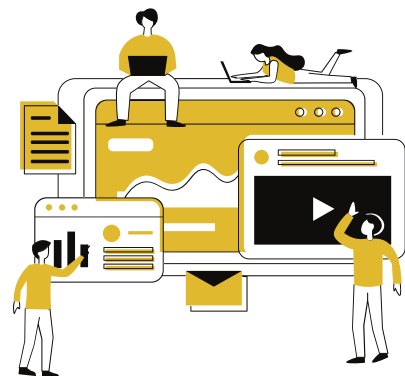
SERVICES OFFERED

Recommended to explore alternate cloud solution providers



Segmenting the domestic markets into enterprises, Medium and SME

Sales motions for each of the segments supported by appropriate marketing activities



KEY AREAS OF IMPROVEMENT

1 Business
Diversification, new
practice development



2 Partnerships with
global OEMs



3 Domestic and
International sales



4 Formal Board reviews

