

Implemented change in enterprise sales and GTM model in Asia for a Technology Major

• Situation & Challenges

Technology Major was facing increasing competition in the Enterprise segment of its business. The current GTM was channel based leading to high costs and zero customer touch. The company was also facing a declining market share with the most profitable segment (which contributed 30% of revenues) bleeding.

• Our Approach

We implemented a new GTM model which focused on identifying & increasing control over the key enterprise accounts.

We assessed impact on market share and competitive positioning and defined the value proposition for the enterprise customers

We identified the implications on sales model, sales structure as well as back-end supply chain along with estimated changes in cost structure for each country.

In addition, we provided a comprehensive launch plan including internal mobilization plan, account profiling, and market & sales organization changes.



1. Market Sizing & Assessment
2. Channel Analysis
3. Customer Assessment
4. Competitor Analysis
5. Cost-to-Serve Estimation
6. Operational & Supply Chain Requirements
7. Mobilization plan

• Result

Share of wallet increased sharply within targeted accounts. Customer touch increased to over 1000 accounts across APAC. There was also a substantial reduction in the total cost to serve.