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About the Author



Conrad Sanford brings a unique blend of being an entrepreneur, incubating ideas into reality and as well a trusted advisor to numerous organizations, both small and F100 entities over the past 28 years. He has provided strategic insights and its direction to companies for customer facing mission critical business functions, supporting this with detailed planning to tactical hands on that has enabled successful execution. Conrad has worked with the pioneers of GIS, ERP, CRM, having responsibility for executing global enterprise vision while offering insight to suppliers to improve their offerings.

Background

Aria Solutions is a product and service provider to industry agnostic world class contact centers. Their 15 year old business has been built upon partnering with Genesys Labs, where they have implements Genesys software products and complimenting these products with solution which they have developed.

This business strategy has enabled Aria to plateau at an annual revenue of \$15M with 50-60 employees.



Vision

The executive team at Aria described their vision of growth to Authentia. This vision focused on expanding into the high-growth Salesforce Service Cloud market through a similar mixture of solution implementations and product offerings as they provide with Genesys.

Execution

Authentia inventoried several challenges in achieving this vision based upon discussions with the leadership team and a careful review of many of their artifacts.

- Aria is not a recognized brand within the Salesforce market space.
- The service delivery process for Salesforce products is dissimilar to that for Genesys.
- Existing promotional material, such as website and collateral, do not meet expectation for Salesforce and their customers.
- Aria lacks experience in selling into the Salesforce market, which is well-populated with partners who frequently compete on price.

The Authentia team responded by identifying five initiatives to overcome these challenges to help place Aria on its stated growth path.

Strategic Consulting

Authentia recommended that Aria take a “strength first” sales approach.

- Promote Aria experience with contact centers. This approach increases Aria’s value proposition in the highly competitive Salesforce service delivery market. Contact center expertise is a requirement for successful Service Cloud implementations and an exceptional rare skillset for Salesforce implementers.
- Avoid promoting staff augmentation work, which is plentiful in the market and Aria will not be price competitive due to their premium approach to quality.

Resource Alignment

Authentia identified three primary resourcing issues associated with entry into this market.

- Sales Talent – Authentia identified and secured a top sales executive who possesses a deep understanding of the Salesforce organization and install base.
- Delivery Manager – Authentia provided a resource who had proven their value in previous work.
- Flexible Bench – Authentia provides ongoing availability of pre-screened technical delivery resources in onsite, offsite, and offshore models.

Marketing Initiative

Authentia provided hands-on consulting in addressing Aria's promotional limitations.

- The creation of a strategic plan for inbound marketing.
- The development of collateral marketing content.
- Delivery of new website content and strategy (to be implemented separately as a future project) which features Salesforce solution.

Service Delivery Readiness

Authentia developed a delivery methodology and associated project plan template to support Salesforce Service Cloud solution delivery.

Product Management

Authentia developed and monitored the product, delivery, marketing, sales and leadership work streams necessary for the creation of an initial product offering.

Transformation

Authentia achieved measureable results across the full spectrum of Aria's vision.

Sales

Aria's new sales resource has developed ties with Salesforce and other partners, leveraging their sales teams install and prospect base to implement a "strength first" strategy, achieving a multi-million dollar pipeline in 5 months. This effort also resulted in strong relationships within the Salesforce organization that should prove to be an ongoing source of quality lead referrals. As a result of these initiatives, Aria is now a partner of choice with Salesforce product marketing for the development of Service Cloud applications.

Marketing

Aria now has the resources and infrastructure to expand its lead generation with inbound marketing strategies, which includes implementing proposed plans and taking full advantage of the improved web presence as a sales tool. The new marketing strategy resulted in a shift from technical selling to benefit selling, and an extensive re-write effort realigned the product marketing collateral.

Authentia also supervised the planning and development of a new website to promote sales efforts (launch scheduled for Q4-2013).

Service Delivery

Aria possesses the resources, methodology, and artifacts capable of scaling from small to large Salesforce implementations. Authentia developed project estimation tools and engagement artifacts that will support and help ensure that they meet new sales goals.

Solution Readiness

Aria Salesforce product offering is ready for beta, as Salesforce and other partners solicit prospects and serve as bench resources to support “best shore” implementation model.

Close the Gap

To learn how Authentia can help you close the gap between vision and execution, contact us for a complete customer experience assessment.

<http://authentiasoft.com/assessment/>