

Sales Improvement Services Technosys Limited Case Study

Who Are Technosys?

Technosys Limited is a specialist provider in the world of IT Service Support Management Tools.

Within the market place, two leading products head the Gartner Magic Quadrant, BMC and ServiceNow. Technosys are a leading provider of consultancy and integration services of the two platforms.

The Challenge

In December 2014, Technosys approached Tim Anderson of Sales Improvement Services to work with them, utilising the Growth Accelerator business support initiative, to help move the company from primarily revenue generated from third party consultancy work to a position where they can become an established provider of direct client sales and therefore able to provide a long term client relationship including on-going support.

An initial assessment was carried out that highlighted potential barriers to growth which highlighted several key areas that could be supported.

The Solution

Using a method of weekly workshops, spread over several weeks a revised strategic plan was developed that included:

A three-year vision plan that delivered solutions around:

- Revised Value proposition
- Customer relationships and partnerships
- Customer Segments
- Channels to markets
- Key Partners
- Key resources
- Key Activities

- Cost structure
- Revenue Streams
- Transactional revenues
- Recurring revenues

Additional work was carried out to assess the market opportunities with relations to the 7Ps.

These were then turned into an action plan with key actions allocated to key members of the Technosys team with time scales associated with each task.

Following the initial intervention, a new go to market sales approach was implemented that included:

Redesign of the company web site

- Development of a dual sales approach using direct sales and channel partners
- Introduction of additional products to support the direct sales of the ITSM platforms
- Introducing a wider use of internal resources through key partners
- Recruitment of additional resource including technical expertise and project management skills.

The Results

Overall the plan will support year on year growth over the coming three years of circa 40% year on year.

It will move Technosys from being an indirect supplier of excellent technical support on BMC and Service Now ITSM platforms to a direct provider of excellent pre sales consultancy, first class project management and implementation and provider of all required integration and configuration of the ITSM platforms thus supporting the overall aim of being a long term partner to their direct clients.



Comments from the team:

Farid Abbasi, Director



"Tim has challenged our way of thinking. We were able to engage with him through the Growth Accelerator programme and have since retained his services to continue with the implementation of the plan he helped us develop.

Tim continues to ask the question, why? He gets us thinking and exploring alternative options for us to consider. "