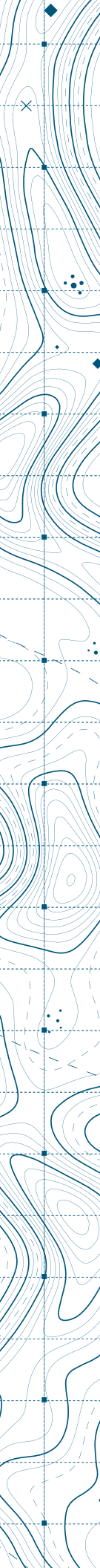




Symphony of Success: How Technology Services Functions Collaborate for Growth



Exceptional services are the key to unlocking market share and accelerating revenue growth. An integrated, services-led methodology has the potential to drive five times in follow-on services across your portfolio, enabling a sticky business model, a high-value customer base, and a competitive advantage in the market.

In today's dynamic technology landscape, achieving this kind of success with technology services hinges on **seamless collaboration** between various functional departments. This white paper explores the critical roles of **sales, delivery, go-to-market (GTM), portfolio management, and operations**, and how their orchestrated partnership fuels growth and client satisfaction.

Our beliefs

Teton Cloud Consulting was created to expand customers' market share and accelerate revenue growth by accelerating services growth.



Our approach **drives 5X+ in follow-on** across your services stack.



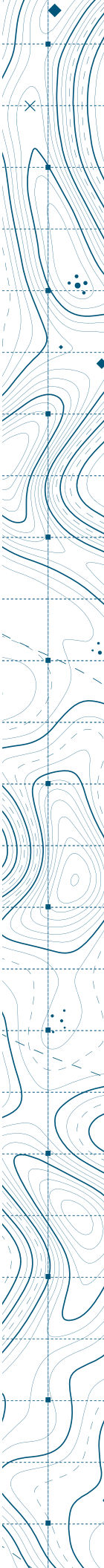
We help **construct your organization** to drive a growth outcome.



Integrated revenue motions **tie your portfolio together for rapid-scale growth.**



We can **optimize technology** investments across your entire portfolio.



The essential ensemble: Key technology services functions



Sales: The revenue engine, identifying client needs, crafting compelling solutions, and building trust to close deals



Delivery: The execution arm, transforming sales commitments into reality by delivering high-quality services that meet client expectations



GTM: The orchestrator, developing strategies to reach target audiences, generate leads, and position the company's value proposition effectively

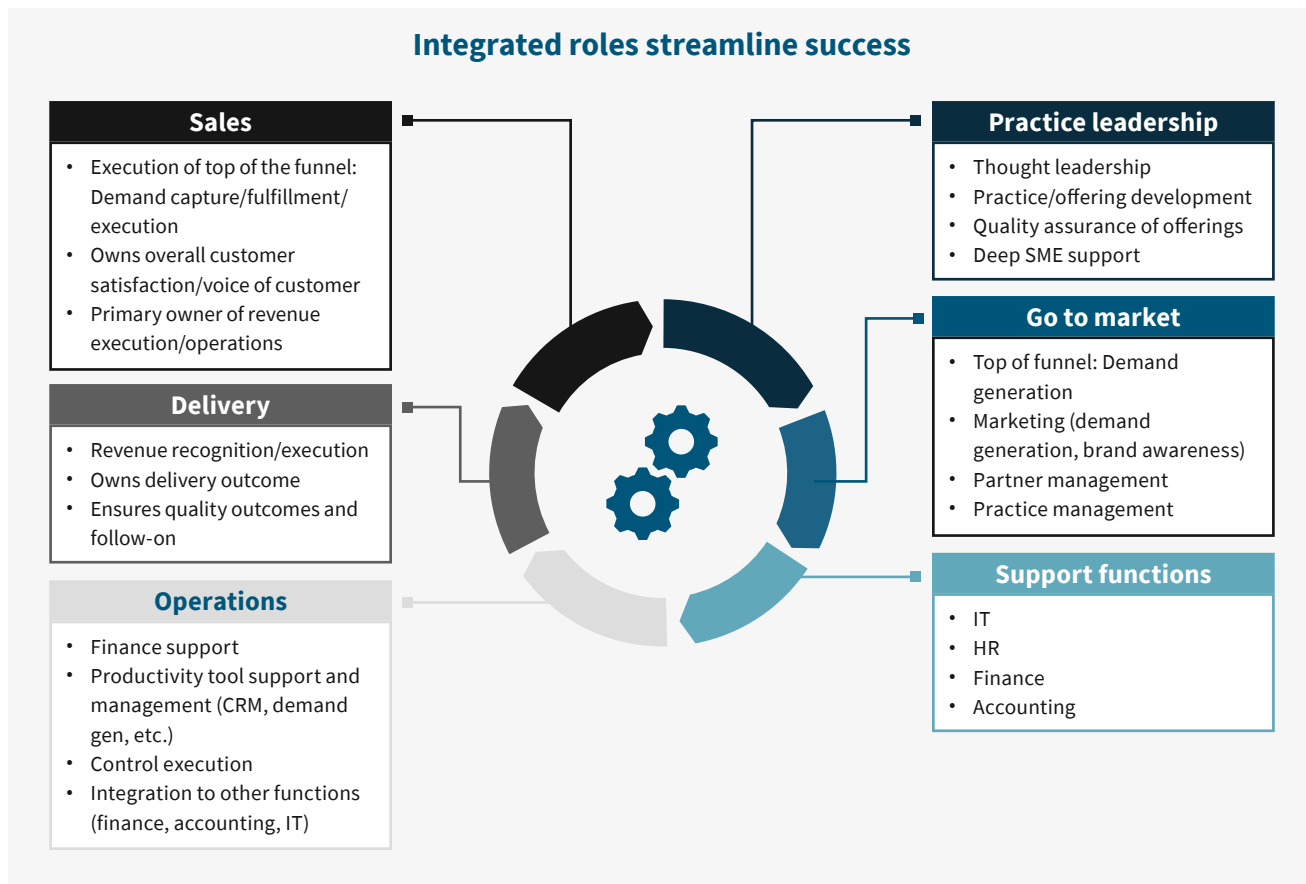


Portfolio management: The strategic architect, curating a comprehensive service portfolio that aligns with market trends, client needs, and the company's capabilities



Operations: The foundation, ensuring smooth business processes, resource optimization, and efficient project delivery

The collaborative concerto: How the functions work together





1. Sales and delivery: A symbiotic relationship

- **Sales leverages delivery expertise:** Sales teams benefit from insights from delivery regarding service capabilities, resource availability, and realistic timelines for project execution. This empowers them to craft accurate proposals and set achievable client expectations.
- **Delivery informs sales strategy:** Delivery teams can provide valuable feedback on market trends, emerging technologies, and client pain points, which sales can leverage to refine their pitch and identify new service opportunities.

2. GTM and portfolio management: Aligning offerings with demand

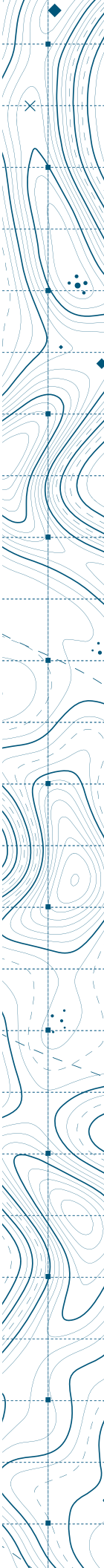
- **GTM guides portfolio strategy:** GTM insights into market trends and competitor analysis aid portfolio management in selecting the right services to invest in and ensuring the service portfolio remains relevant and competitive.
- **Portfolio management empowers GTM:** A well-defined portfolio equips GTM teams with clear messaging and sales tools to effectively communicate the value proposition of each service offering to target audiences.

3. Delivery and operations: Ensuring seamless execution

- **Operations supports delivery:** Operations provides the infrastructure and resources needed for successful project delivery, including efficient resource allocation, project management tools, and standardized processes.
- **Delivery informs operations:** Feedback from delivery teams regarding challenges encountered during project execution allows operations to identify areas for improvement, optimize internal processes, and streamline service delivery.

4. GTM, sales, and delivery: A united front

- **Collaborative sales and marketing efforts:** GTM, sales, and delivery teams work together to create compelling marketing materials, conduct successful product launches, and deliver engaging sales presentations that resonate with potential clients.
- **Seamless client experience:** Through this partnership, all teams ensure a consistent client experience throughout the sales cycle and project delivery, fostering trust and long-term client relationships.



The power of harmony: Benefits of collaboration

Ensuring integration and alignment across your internal teams unlocks a new level of operational excellence. It takes well-defined teams and processes to deliver and sell services efficiently and consistently. Understanding where and how your teams overlap and support one another is the first step to creating a service-centric vision that unifies players across functions and delivers tangible benefits for the business:

- **Enhanced client satisfaction:** Streamlined communication and clear expectations across functions enable the company to execute projects more smoothly and exceed client expectations.
- **Improved win rates:** Sales teams equipped with the right information and support from delivery and GTM can develop more compelling proposals and close deals more effectively.
- **Optimized resource allocation:** Coordination between delivery and operations ensures efficient resource allocation, minimizes project delays, and maximizes resource utilization.
- **Strengthened market responsiveness:** Aligning GTM, portfolio management, and sales enables the company to quickly adapt service offerings to emerging market trends and client needs.
- **Bolstered innovation and growth:** Collaboration fosters a culture of knowledge-sharing and innovation, leading to the development of new service offerings and the expansion of the service portfolio.



Success in motion: Technology services client story

We worked with Datalink, a technology services provider, to drive hyper revenue growth and services and product drag using services overlays, a solution portfolio, and M&A strategy to drive a single advisory motion.

The client's investment strategy was aligned to sales acceleration, delivery extraction, and M&A, with M&A activity centered on geo-based penetration of accounts and portfolio alignment. The overall focus was on top-line revenue growth in years one and two, and optimized utilization and as-delivered margin in years three to five for higher GM in the P&L.

Benefits

- **3X-5X** drag in other services;
- **5X-7X** in product/software/cloud
- More than **\$450M** in bookings drag, with ratios scaling with the business
- Organic bookings growth from **\$2M to \$50M in ~2 years**

Conclusion

Technology services companies that foster a culture of collaboration between sales, delivery, GTM, portfolio management, and operations are well positioned for success. By working together as a cohesive unit, these functions can achieve optimal business outcomes, deliver exceptional client experiences, and drive sustainable growth in the ever-evolving technology landscape.

