

Building a Business Value Framework for a Leading IT Industry Vendor

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An IDC Consulting Client Success Story from the Customer Outreach and Sales Enablement Practice Area

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Client Challenge – With over $10 billion in revenue, this client had identified business value as a strategic direction but because of its corporate structure it did not have a coherent corporate approach so each group had its own set of sales tools and execution varied.

IDC Consulting Proposal / Methodology – IDC proposed a business value selling program based on a consistent approach – business value research with the client's customers to build an ROI model. The ROI model captures the total costs and financial benefits for deploying the vendors' solutions and creates a set of metrics and value propositions which can be used across the company regardless of the product. This common framework supports a consistent outreach to all of the vendor's customers: white papers with a consistent business value message, Web-based sales tools with a common interface replacing the collection of in-house developed spreadsheets, executive presentations with common themes, standardized business value selling classes.

Results – The increased business volume enjoyed by the early adopters of the program has helped promote adoption of the program by successive groups. As each group comes into the program, the common framework enables new groups to participate in the brand, new products to be integrated onto the sales tool and sales people to be cross-trained. These economies of scale reduce sales costs.

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