

# CASE STUDY

## IT Services Company Creates A Business From A Project




### CUSTOMER / NATURE OF WORK

- 360 degree GTM services for mid-sized Indian IT company

### BACKGROUND / CHALLENGES

- One marquee project for PeopleSoft services
- Not a single additional client in two years
- Severe attrition of practitioners leading to threat of termination of existing marquee project

### APPROACH / SOLUTION

- Identification of root cause viz. wrong assumption that "if you build, they will come" 
- GTM identified as solution
- Pruning down of existing portfolio of offerings
- Creation of relevant marketing collateral viz. PeopleSoft Capability Presentation
- Internal campaign to generate leads from existing customers and prospective customers
- External campaign to generate leads via existing practitioners, thought leadership and telemarketing
- Kept prospects warm as they progressed through the funnel through newsletters
- Fed market intelligence to salespersons

### OUTCOME & BENEFITS

- **THREE** new PeopleSoft customers in **SIX** months
- Extension of existing marquee project
- Thriving PeopleSoft line of business contributing additional revenues



**360° go to market solutions unlock value from individual projects**