

Mirror Shoring for rapid growth

Assignment

Saviant Consulting is a well-established cloud software services company focused on ADM business on cloud technologies solution areas such as IoT and Analytics. The customer was seeking to tie-up with a strategic partner for staffing their pre-sales solution team with right people who were skilled with product knowledge, with ability to influence customer in their buying process for cloud related services. Additionally, the team had to have the ability to create solution architectures based on the customer scenarios. Saviant Consulting wanted to set this team up with a JIT (Just in time) resourcing model so that they could focus on their business priorities.

Benefits

The customer could focus on business growth and other business priorities while staffing, skilling and training was handled by the strategic partner.

Challenges

- The speed of the sales cycles and business expansion was being affected due to lack of talent resources in the customer's pre-sales operations
- The customer, being a born in the cloud software services company had to be agile and offer deep capability on cloud technologies at scale, on demand, at customer's request

Highlights

Synergetics set up a mirrored pre-sales process for the customer with a team of Solution Architects who were well equipped with top notch capability on cloud solutions. This team of solution architects integrated with the sales process of the customer to operate and perform as a mirror operation of the customer.

Achievements

- Agility in pre-sales process
- Acceleration of sales process after the team was onboarded
- Quick closure of the deals in the sales pipe line

Engagement Model

Mirror Shoring i.e., Pre-Sales Operation Outsourcing.

Synergetics Value Proposition

Mirror Shoring as a Business Model helped Saviant Consulting in expanding their business with agility, on demand, as they did not need to invest upfront along with a potentially significant gestation period of recruiting and skilling the team. Instead they got the access to a talent pool ready to engage with their customers.

Synergetics India is a sister concern of Excelencia Infosystems