

CASE STUDY

IT Services Company Cross Sells New Service Into Existing Account



CUSTOMER / NATURE OF WORK

- Account strategy around new technology in existing account for US-based IT company

BACKGROUND / CHALLENGES

- Client already engaged with product vendor's professional services organization for enhancing present Basel-I solution to achieve Basel-II compliance
- Intelligence indicated that milestones were being missed due to sloppy approach of the professional services organization working disjointedly from the product organization
- Staying with existing vendor would have resulted in customer missing go-live deadline

APPROACH / SOLUTION

- Proactive opportunity identification and validation with client champion
- Showcased domain expertise on operational risk and implementation experience around competing products
- Demonstrated commitment by mobilizing transition team
- De-risked go-live milestone by suggesting continued involvement of skeletal staffing from product vendor
- Adopted a transparent approach – no prior product implementation expertise claimed



OUTCOME & BENEFITS

- Customer bagged the deal despite having no product partnership or prior implementation experience



Account strategy helps in cross-selling