



Client Profile

Latin America division of a Fortune 100 global information technology and services provider

The company approved and funded a corporate strategy to establish a content management solution (CMS) sales and services capability in its Latin America division.

The plan entailed the deployment of new field-level sales and services solution business units within the key affiliates, over a six month period. Affiliate capabilities would take account of local marketing, industry-specific business development, pre-sales, technical and professional services, and first-level support services.

The company's affiliates incorporated within the strategy deployment included: Mexico, Brazil, Peru, Columbia, Panama, Argentina, Venezuela, Costa Rica, and Ecuador.

The Challenge

The company identified the need to engage the services of a professional management consultant with experience in implementing similar sales and support capabilities in the Latin America geography to lead the implementation effort.

TKCI was selected based upon the team's experience and capabilities in working with another Fortune 100 technology vendor in implementing a document management, and knowledge management product and service sales and support capability.

The project team was guided by the following objectives:

- Launch a regional content management solution capability, including sales and service business units, in the key Latin America affiliates.
- Establish the new capability as an extension of the company's recognized brand in the targeted lines of business within the affiliates.
- Align the company's centralized regional sales and service capability with the new affiliate business units.

Approach

The TKCI approach focused on the assessment and validation of the corporate content management strategy and development and implementation of a structured deployment plan within the targeted Latin America affiliates.

The principal project activities and deliverables included:

- SWOT analysis on the feasibility of the strategy
- Marketing and sales action plans to leverage the company's resources; eliminate weaknesses, exploit opportunities, and mitigate threats
- Implementation project plan
- Organizational transformation plan
- Marketing and training collateral
- Executive, sales, and service training sessions
- Regional and affiliate new product kick-off events involving media, customers, business partners and employees
- Project metrics and a project performance reporting process
- Affiliate local listening posts to continually identify potential changes to new capability
- Business partnering with regional professional and technical services organizations.

The Bottom Line

The client realized the following significant benefits with the successful conclusion of the project.

- Collapsed timeline to the successful deployment of the new solution capability in all targeted affiliates.
- Achieved planned revenue, profit and ROI in first year.
- Provided proactive sales vehicle for cross-selling and up-selling of the company's other services and hardware platforms.
- Recognized as 'thought leader' in content management throughout Latin America.