

Tech Company Develops Corporate Strategy And Enhances Partner Relationships With Mythos Group

EXECUTIVE SUMMARY

- Our client is a data storage and management company that helps organizations manage applications and data everywhere across hybrid multi-cloud environments
- Through 30 years of innovation, they have become the leader in all-flash storage and have the only enterprise-grade storage Operating System (OS) available natively on the world's biggest public clouds.

THE OPPORTUNITY

- The Channel and Distribution group was tasked with developing an overall strategy to expand the existing business footprint by either leveraging existing partnerships or developing new partner alliances.
- They needed to significantly grow their revenue, \$2 billion within three years, enhance their traditional revenue streams, and create new ones.

AT A GLANCE



INDUSTRY
Technology



ORG SIZE
12,000



US/INTERNATIONAL
US Headquarters,
International Market



REVENUE
\$46.36B USD

OUR ASSESSMENT

Mythos Group conducted group leadership and organizational assessments to make recommendations to improve leadership alignment and organizational redesign to increase organizational efficacy.

- Executive alignment and sponsorships needed to be enabled.
- Channel strategies to drive business objectives needed developing.
- Worldwide partner programs, investments, and growth initiatives needed to be developed and executed.
- Partner sales capacity needed to be built to drive profitability, growth, and mindshare in a hybrid multi-cloud world as well as new client acquisition.



WHAT WE DID

Mythos Group partnered with the Vice President and his senior leadership in developing a strategy for the Channel and Distribution group.

- Facilitated eight strategy planning workshops to develop and get leadership alignment on the strategic vision, goals, and objectives with an emphasis on generating net new revenues and on innovation, merger and acquisition, and digital transformation as an end-to-end service offering.
- Conducted an organizational assessment, facilitated organizational redesign workshops, and proposed a new organizational structure to improve organizational inefficiencies.
- Mythos participated with the senior leadership team and partners in their conference to garner their perspectives on the latest trends in cloud and data management technologies.
- Executive talking points and presentations were created to help promote and propagate the Channel and Distribution's strategic vision and what needed to be done differently to achieve it across the organization.
- A partner alliance planning playbook and joint investment strategies were developed to fuel mutually beneficial growth opportunities.

MAKING A DIFFERENCE

Through harmonization of the Channel and Distribution group's resources, they leveraged their role-based acumen to successfully go to market with partners as well as improved enterprise-wide cross-functional collaboration.

The communication cadence and ongoing engagement with both internal and external stakeholders improved. Select value-driven partnerships were grown to accelerate customer transformations with innovative market solutions.

An ecosystem committed to accelerating customers' digital transformation and hybrid multi-cloud strategy was created with their external partners. This improved the simplicity of doing business and created a joint venture with another technology company to penetrate the Artificial Intelligence (AI) market.

KEY RESULTS

- Creation of strategic vision and 3-year growth plan
- Digitization of disparate and manual sales and marketing processes
- Enhanced partner alliance relationships to foster collaboration on digital transformations



Does your organization need help growing revenue and fostering partner alliances?

Book a Consultation



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