

CloudBlue GTM & Acceleration Services

GTM & Acceleration Services in CloudBlue is the unit that will accelerate your time-to-market and your time-to-revenue with tailored services and programs for Cloud Service Providers and ISVs.

Accelerate time-to-market

Launch a winning portfolio and resonating value propositions in a matter of weeks

Accelerate time-to-revenue

Drive demand from your target audience and start generating revenue from the get-go with our Sales Acceleration

Grow your GTM proficiency

Outsource or grow your capabilities to build a sustainable and scalable business

Value for Cloud Service Providers

Go-to-Market and Acceleration Services helps you build a sustainable and scalable Cloud business

01. Accelerate your time-to-market and time-to-revenue with leading Cloud Vendors

We work hand in hand with leading Cloud Vendors across multiple categories (e.g., Backup, Security, Collaboration, etc.) to help the Cloud Service Providers in our ecosystem to expand their portfolio, generate new revenue streams, and ultimately provide greater value to their customers.

02. Grow your Cloud Go-to-Market proficiency

Through a hands-on approach jointly with Vendors, Cloud Service Providers progressively create a closer interlock between their Cloud and Core businesses and improve their own capabilities to continuously launch new Cloud-based value propositions.

03. Develop a replicable and programmatic approach to launch any Vendor via CloudBlue technology

Cloud Service Providers are able to reuse and adapt our methodology to launch and sell any own and third-party product powered through CloudBlue technology and, through that, unlock the full potential of the partnership with CloudBlue.

Value for ISV's and other IP Owners

Enabling you to build and scale your business across the CloudBlue footprint, 50% faster than today.

01. Qualified and ready-to-launch Service Providers

Have you spent 12+ months chasing a deal with a Service Provider that turned out not to be the best fit with your product and target audience?

We can do this 50% faster, and we will deliver to you qualified Service Providers with the reach, capabilities, and GTM enablement to successfully launch your services.

02. Fast and effective GTM planning and enablement

Our GTM experts will engage with the selected Service Providers cross-functional team to define the best value proposition, launch plan, and enablement for your solution.

Our GTM Fast-Track platform will deliver a tailored product, marketing, sales, and support collateral to enable your value proposition's implementation and launch.

03. Get and keep sales teams mindshare

Getting to launch is one thing; staying top of mind with the Service Provider's sales & marketing team is a whole different story.

Our GTM Fast-Track platform enables us to periodically deliver short and engaging sales enablement for the specific value proposition.

And If you want to refresh the value proposition or share product updates? No problem! Leverage the GTM Fast-Track platform to deliver short product introductions and updated collateral directly to Product and Marketing teams.

There are more questions, and there should be.

Contact our team to understand what can we do for your organization and how you can benefit from our exclusive Vendor portfolio, GTM Fast-Track platform, Sales Acceleration and Growth Enablement services.

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