



# Refining service offerings for migration services.

## Company overview

This partner is a born in the cloud Managed Service provider in the United States. They are experts in assisting SME clients with the rapid execution of lift and shift data migrations and services around the AWS workspace.

Location- California, North America

Employees- 15+

*“In going through the PTP program we realized that the thing missing from our process was having an accountability buddy that helped define our goals and held our feet to the fire. It is so easy on a day-to-day basis to get sucked IN your business, and not focus ON your business. The 100 day process we went through helped us define goals for our AWS growth as a partner over the next 2 years and set us on a track to achieve them.”*

## Challenge

Being a born in the cloud migration service provider this partner had a deep knowledge of AWS and knew they could grow this part of their business. They had set a business objective of increasing yearly revenue by 25% and believed that to achieve this they would have to expand their service offering and strengthen their brand positioning to reach new customers.

They had set themselves clear goals to enable them to achieve their revenue target, such as joining the AWS MSP Program and becoming an AWS Premier Tier Partner. However, they were lacking a clearly defined pathway to meet these goals.

Through their relationship with Ingram Micro Cloud, they participated in the Partner Transformation Program (PTP), Enhance Level, led by SyncOrg to support their AWS growth.

## Solution

SyncOrg worked with this partner to transform their AWS practice through a consultative assessment and actionable plan.

SyncOrg identified that a clear service strategy was needed to develop a structured roadmap, and that a set of KPIs would should be agreed to measure the success of new offerings.

Although the partner had clear revenue ambitions, they had yet to define a strategic go-to-market (GTM) plan. This plan would need to better position their brand and their service offering.

In order to centralize their internal cloud processes the development of a Cloud Center of Excellence (CCOE) was recommended to create unified clarity across business decisions. This would also ensure best practices and knowledge was shared internally, allowing them to work towards their immediate goals and lay a framework to progress from Advanced to the Premier APN tier.

From this assessment, SyncOrg provided and supported them through a 100-day transformation plan. This was focused on:

- Preparing for their next APN tier
- Establishing a cloud centre of excellence
- Developing an AWS product and service strategy
- Defining an AWS Go-to-Market strategy
- Enhancing their migration services with AWS best practices

## Results

As a result of their participation in the PTP Enhance program, they developed a clear service strategy and launched a new Lite Well-Architected Review (WAR) service to target new customers.

A GTM plan was put in place and as part of this they developed a robust telecommunication marketing campaigns to acquire new customers.

The partner also began developing a CCOE, bringing together a diverse team from all aspects of the organization to establish cloud best practices. Through the CCOE, they were able to collate their teams' training requirements, laying a solid foundation, and streamlined pathway for them to achieve the Premier APN tier.