

# PARTNER GUIDANCE FOR BUSINESS TRANSFORMATION TO XAAS

As the XaaS economy continues to accelerate, new customer consumption models are driving vendor subscription offers. This, in turn, "is forcing new go-to-market strategies and accelerating disruption within distribution" (Jay McBain (Canalys)). You know this: you see, you live it, every day. But what steps have you taken to successfully drive XaaS business transformation in your company? At nVision Consulting Group, we've worked with scores of Partners to help them transform their business from a typical hardware or software vendor to a modern XaaS provider. Making this transformative change and ensuring your success requires new business, operating, and execution models. While each business is unique, we've identified *six critically important questions* that all Partners have in common and need to consider:

## 1. Is our XaaS portfolio right for us?

- a. Are there opportunities for us to add differentiated value?
- b. Do our IT Vendors provide us with actionable telemetry that can be shared with our customers?
- c. Do our IT Vendors have API's in place that enable us to create value through ecosystem relationships?

## 2. What roles do our vendors ask us to play?

- a. Sales, marketplace, commerce, or agency?
- b. Delivery, managed services, full lifecycle?
- c. Which market segments or verticals? Are any market segments 'off limits'?

## 3. What does the successful Partner look like in our IT Vendors' eyes?

- a. Able to sell outside of IT: multiple lines-of-business, able to forge new decision maker relationships
- b. Key vertical markets expertise that align to Vendor's target markets
- c. Necessary specialized skills for the XaaS world (i.e., developers, data scientists, NOC, SOC, etc.)

## 4. What are the 'rules of engagement' between you and your IT Vendors?

- a. Who owns and leads the sales opportunities? You? Vendor?
- b. How do you ensure excellent customer experiences that lead to adopt, expand, and renewal, and what role does the Vendor play?
- c. Who provides CX/Lifecycle services, Managed Services, and XaaS subscription renewals?





## 5. What are the new IT Vendor – Partner economic models?

- a. What are the main levers that you need to drive XaaS monetization and profitability in your business?
- b. How do vendor partner programs need to evolve to drive the right outcomes for you, your customers, as well as the vendor?
- c. Does customer success = vendor success = partner success?

Many partners have invested countless hours and dollars attempting a band-aid approach to XaaS business transformation, and in most cases they have continued to fall further behind the curve, and their competitors, when it comes to XaaS capabilities. The six critical questions that we started with barely scratch the surface: when we double-click on each one, we uncover other questions and considerations that must be investigated and factored into any recommendation or solution. As you consider your next steps, keep these three key points in mind:

- Who are the key stakeholders and decision makers?
- What roadblocks to success have we encountered with our current XaaS offerings?
- What does successful business transformation for XaaS look like?

## We can help

At nVision Consulting Group, our years of experience and deep expertise in XaaS business transformation can help you navigate this complex new world and ensure that you are taking the right steps for creating a profitable and sustainable XaaS practice. We've been involved with more than 1,000 engagements in over 50 countries, so you can feel confident that our capabilities are unmatched. We invite you to reach out to us to discuss your particular ideas, plans, and XaaS offers. We will work hand-in-hand with you to craft the best business transformation plans and models, and all while accelerating your time to market and profitability. We look forward to helping you succeed!



## 6. How can we ensure that we're the BEST Partner today, and in the future?

- a. Do we have the ability to handle the requirements outlined in our IT Vendors' Offer and Partner Role Definition, including (e.g.) billing, CX/Lifecycle, Managed Services, renewals, etc.
- b. Do we have the people with the skills to create the necessary API's and/or connections to our IT Vendors' billing systems, CRM applications, etc. to take advantage of the XaaS application?
- c. Do we have the right visionary leaders to help our business transform into a successful XaaS provider? What challenges and roadblocks exist, whether from our people, processes or practices?

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