Cloud Readiness Acceleration Track

Are you ready to profit from the Cloud?

The cloud market represents a significant opportunity for service providers to grow new revenue streams and protect their core business. According to **Gartner's Cloud Insights the market is expected to reach $95 billion by 2015 and is growing fast (28% CAGR).**

Customers have a broad set of needs and require a range of services to suit their businesses. Managing a large ecosystem of offerings to suit a wide audience can be challenging. The key to succeeding in the cloud market is to develop a strong portfolio of hosted and syndicated services that meet the diverse needs of SMB customers. Services need to be easily scalable across multiple channels and backed with repeatable and automated business processes.

To help you achieve this and meet the needs of your customers, we have developed a very focused Cloud Readiness Acceleration Track based on expertise and best practice gained from working with over 50 service providers. The service utilizes a business framework developed to help determine your state of readiness and identify key areas to improve. A set of clear, actionable recommendations specific to your business will help overcome obstacles and leverage best practice for successful market entry.

What we do

Cloud Readiness Acceleration Track is a three-days consulting engagement comprised of focused onsite interviews, a one-day workshop and a detailed action plan that is tailored to your business taking into account your objectives and capabilities. The aim is to provide guidance that can be implemented quickly to optimize your execution plan. The methodology used is as follows:

Why the Cloud Readiness Acceleration Track?

We will accelerate your time-to revenue by 30 to 50% by applying the expertise we have gained from over 5 years of working with service providers. Our industry experience and knowledge will help make maximum use of all possible channels and routes to market, while at the same time assisting customers to create a portfolio and customer experience that sets them apart from the competition.

Process flow and timeline for the engagement:

We also offer additional Cloud Acceleration Services to help build and grow your cloud business:

• **Cloud Business Strategy Service**

Develops the business plan for cloud by providing cloud market sizing, segmentation analysis, financial modeling, organizational modeling, SaaS portfolio guidance, and channel strategy.

• **Cloud Go-to-Market Service**

Develops the tactical plan to launch and grow the business by providing product definition, packaging, service experience, channel planning, sales training plan development, ISV program development and reseller program development recommendations and support.

• **Collect** First, we will gather information about your current capabilities across people, processes and support through on-site interviews and working sessions. The service focuses on your business strategy, product readiness, customer experience, channel readiness and marketing execution capabilities.

• **Assess** The findings are compared to our framework for Cloud Success which combines learning and best practices. The analysis will highlight the key areas for improvement that need to be addressed prior to market entry. A detailed assessment will be provided in the Cloud Readiness report.

• **Recommend** We will provide a set of actionable recommendations designed to help you address improvement areas, overcome obstacles and leverage our knowledge of best practice. These recommendations will be documented in a detailed Cloud Readiness

Report. We will guide you through the report and the recommendations during a one-day on-site interactive workshop. We are also available for two follow up sessions to review progress and answer any further questions.

Ask us for a quotation.

e-Mail: info@witsenburg-consultancy.com

Day 1 - Collect	Day 2 - Assess	Day 3 - Recommend
• Kick off meeting & Conduct onsite information gathering through interviews	• Compare findings to Blueprint for Cloud Success. Identify Improvement areas	• Provide clear recommendations based on best practices