



Multinational IT consultancy increased sales effectiveness through strategic account prioritization

Employed trend-based and IT spending research in conjunction with domain knowledge to identify over \$625 million in new services business.

Ambition revenue goals are not achieved with low-quality, unprioritized leads—a clear view of account priorities is required to improve sales effectiveness and exceed revenue projections.

One of the world’s largest IT consultancies selected Omdia to help expand U.K. sales penetration by pinpointing opportunities that would yield over \$625 million of new infrastructure services business.

Only with Omdia

Omdia impressed the client, as only Omdia can, with information and communications technology (ICT) research breadth and methodologies as well as proprietary ICT spending and contracting tools.

Value delivered

Key project deliverables that empowered the client to prioritize and overachieve included:

- **Account Mapping Exercise.** Unpinned by extensive analyst insight from enterprise IT services and various industry-specific IT teams, the mapping evolved from trend analysis and unique ICT IT spending and contracting intelligence.

 omdia.com/consulting

 consulting@omdia.com

 Omdia

 @OmdiaHQ

- **Prioritized Account List.** Factoring in the concerns, challenges and goals with the spending intentions of the CIOs, IT directors and CTOs—a prioritized account listing of the 200 enterprises with identified spending plans and IT contract renewals within two years was isolated.

Overachieving with Omdia

Omdia Consulting overachieved on project objectives for perhaps one of the most demanding clients, a consultancy. The custom research, toolsets and thoughtful approach helped the client gain actionable, expert insight into IT industry trends, contracting and spending predictors, and an effectively prioritized account penetration plan to meet its goal of hundreds of millions of dollars in new business.

Expand existing knowledge and expertise. Connect now.



omdia.com/consulting



consulting@omdia.com



[Omdia](https://www.linkedin.com/company/omdia)



[@OmdiaHQ](https://twitter.com/OmdiaHQ)

Omdia is a purpose-driven, technology-centric consulting partner that help you drive top and bottom-line growth through improved market strategy, product investments, and go-to-market effectiveness—all while amplifying your positioning across the technology, media and telecommunications universe.

Omdia is connecting the dots, revealing risk, identifying business opportunities, rethinking business practices, and delivering the diligence that goes into tactical and strategic decisions of any scale.

Connect now for client-tested, industry-proven consulting methodologies that deliver the value to help you overachieve.

