

Global IT Services Company Develops Support Offering Through Factum's Strategic Consulting

Explore how this global IT services client partnered with Factum to help them solve a pressing business development challenge by engaging our strategy & advisory capability.

The Client Faces a Knowledge Gap

When an RFP for a large, multi-year opportunity is presented to you, the natural business response is to ensure your company has the solution required to secure it. But what if the contract is tied to software your organization has no direct experience with?

That's the situation our Client found themselves in. While they had completed countless IT service and support projects over the years, they had not yet been presented with the chance to propose plans to support software in this particular market.

Client Characteristics



Industry: IT services



Location: London



Size: Large (\$10 billion+ revenue)



Operations: Global



Engaged service(s): Strategy & advisory

Understanding the Opportunity

The opportunity involved supporting an OpenLink solution implemented for a global trading enterprise. The support contract would last five years and would represent a significant source of revenue for our Client. It would also provide our Client with the additional opening to build a relationship and support package for future business opportunities.

Understandably, our Client was eager to respond to the request; however, two major hurdles stood in their way. The first was that they knew the end client had a preference for a supplier who had previously performed similar work for this software solution. The second was that they did not know how to effectively build and market a support service specifically for an ETRM application.

The Hunt for ETRM Expertise

Not wanting to pass on such an important opportunity, our Client quickly determined a key need was to build a capability with OpenLink, as well as ETRM knowledge and experience. And with our Client not having the right expertise internally, they knew there was a need for external assistance from a supplier with proven expertise. Thus, our Client had key organizational members search their professional networks for consultants and consultancies relevant to the current opportunity.

Key Takeaways

- ✓ Client wants to secure a multi-year support opportunity
- ✓ ETRM experience is needed, but not available in-house
- ✓ Client must search for outside resources with ETRM expertise

Factum Provides the Solution

It didn't take long for the search to be successful. One of our client's sales managers identified Factum as a prime resource. Having collaborated with our team previously, the sales manager knew he could put trust in our ability to help them compete. Plus, there was the added bonus of the managing director having worked with the end client before.

An in-depth discussion and needs assessment determined that we would be the perfect fit for their current dilemma, with our strategy & advisory capability being just what they needed.



Developing a Tailored Engagement Model

Given the delicate nature of their challenge and importance of the opportunity, we knew a tailored model of working would be needed:

- Resource selection & assignment
- Scope of advisement
- Work arrangement & logistics
- Deliverable creation

First, we decided our managing director would oversee the engagement since he was the most experienced in ETRM and had insights into how the end client operated.

Next, we agreed that our team would advise our Client on how to construct their support service to best meet the requirements of the end client's business and software. We added value with our deep knowledge of how to support the software solution within the context of the end client's operations.

The scope included providing direction in

- reviewing the end client's requests;
- next steps to take at each stage;
- building the desired offering;
- how best to explain their capabilities to the end client; and
- overall coaching on ETRM matters and the trading enterprise's selection process.

Logistically, the work arrangement had us providing strategic advisement to their team via weekly and as-needed conference calls, while communicating smaller details through emails and their online portal. Lastly, there were a number of documents and support materials we created to aid in our Client's understanding of questions asked in the RFP and to prepare them for communications with the end client.



Beating Experienced Suppliers with Key Insights

With the arrangement solidified, we started our advisement engagement immediately. The trading enterprise's selection process began with six potential suppliers. To note, our Client was competing against companies with a significant amount of experience in ETRM.

However, by following our tailored engagement model, our Client was able to deftly maneuver through the multiple layers of criteria assessment and organizational scrutiny each supplier had to undergo. Each advisement session between our teams started anxiously, as the end client typically followed up with a bevy of new questions or concerns for our Clients.

Nevertheless, our sessions often ended on a much lighter note since our Client left with a clear plan of action and solid answers to assuage the end client.

The Final Selection

In the end, after nearly three months of rigorous vetting, there were only two potential suppliers remaining: Our Client and a leading company in the ETRM market. And though the other company was ultimately selected, our Client was pleased that they were able to make it to the final stage of a selection process they could not have otherwise competed in effectively.

Key Takeaways

- ✓ Client engages Factum in its strategy & advisory capability
- ✓ Factum provides key resources to aid client in effectively competing in selection process
- ✓ Client makes it to final round, beating four out of five other experienced competitors

Benefits and More

Having effectively competed against suppliers with significantly more experience in ETRM, our Client received multiple benefits:

- Achieved primary goal of being able to compete against other suppliers in ETRM
- Proceeded through the selection process over more experienced suppliers
- Gained important insights into the end client's selection process and operations
- Expanded their capability set for future opportunities in ETRM and with the end client

This Client's case is a prime example of adhering to Our Mission of partnering with clients and transforming their business from within.

About Factum

Factum is a multi-faceted consulting firm that was founded with one thing in mind: Helping clients solve problems. The literal translation of Factum from Latin is "it is done," which encapsulates our guiding principles of quality, dependability, and commitment.

Our Mission

Our Mission is to partner with clients and transform their business from within. We realize that for our clients to remain competitive in their market, we must employ our capabilities at the very core of their organization and ensure they continue to build on a solid foundation.

Our People

Our clients depend on Factum because we have strong relationships with the best talent across varied industries. This is because we're very selective with the consultants we choose for client engagements.

When we need a consultant (or a team of consultants) for a project, we consider all they have to offer for the specific context, including needed expertise and adherence to our guiding principles.

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