

## Transformation and digitization: the impact on enterprise sales

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Over the last few years, competition and technology advances have led Communications Service Providers (CSPs) to undergo major transformations. Their networks are becoming virtualized and programmable. There is heightened focus on customer centricity, omni-channel experiences, and rapid and personalized service delivery. New business models embrace vertical markets, partnerships, and expanded ecosystems. And the Internet of Things (IoT) is upending both networks and operations.

These revolutionary changes are driving CSPs to Transform and Digitize (TND) and to become Digital Service Providers (DSPs). TND is fundamentally changing how CSPs do business including their go-to-market strategies, consumption and business models, and how they continue adding value to their enterprise customers.



### It's time to transform aging enterprise networks

Just as CSPs are transforming and digitizing, so too are their enterprise customers. Chief Digital Officers (CDOs) are starting to emerge as this paradigm shift gains traction. Their role is to drive growth and profitability by converting traditional businesses to digital ones that leverage modern technologies and data. For example, to keep pace with a mobile workforce, an enterprise may leverage cloud, machine-to-machine (M2M), big data, and other technologies, while incorporating advanced technologies to ensure it is all secure.

In order to transform, enterprises need to first



understand their current infrastructure which, in many cases, is rapidly aging. Too often, companies have avoided costly infrastructure updates and upgrades. Instead they have left functioning their obsolete devices and sweated aging equipment.

The [Cisco 2016 Annual Security Report](#) found that aging infrastructure is growing and leaving organizations increasingly vulnerable to compromise. Of 115,000 sampled Cisco devices on the Internet, 92 percent were running software with known vulnerabilities, 8 percent had reached their end-of-life stage, and 31 percent will reach end-of-support within one to four years.

Most deployed enterprise architectures are not prepared to support a sound enterprise mobility strategy or wireless, and only a small number of network devices are IPv6-enabled. IPv6 upgrades are becoming critical as the number and variety of Internet-connected devices multiplies. In America, the IPv4 address pool is already depleted. The situation will become even worse as IoT and M2M devices proliferate which, according to [Gartner](#), is predicted to grow to 26 billion units in 2020. It's time to transform these aging networks.

Enterprise challenges are DSP opportunities

Prior transitions, such as Frame-Relay to IP-VPN or MPLS, were driven by CSPs to improve enterprise customer experiences and operational efficiencies which, in turn, improved profitability. While such migrations continue and Ethernet is gaining share, much more is required as the consumption models evolve. And security is a top priority.

New architectures will include pervasive wireless connectivity, new technologies and device types (such as sensors), and new IPv6 capabilities. CSPs will need to manage the massive volumes of data emanating from these technologies, which will be useless without

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sophisticated big data analytics.

There are many challenges for enterprises as they upgrade their architectures and transform and digitize. That means plenty of business opportunities for DSPs to be their trusted advisors and suppliers.

DSP enterprise sales processes must focus on business outcomes

Opportunities, yes. But are DSP sales processes primed to handle them and to do so profitably? Moving the conversation from selling faster, more secure, or higher capacity boxes and network solutions to business outcomes requires a new skillset. DSPs need to focus on strategic selling to address their customers' desired business outcomes, such as how to support a mobile workforce, how to enable IoT, or secure their base. Now, Sales needs to understand their customers' business goals, gather the requirements, and translate them into solutions that include architectures and value-added services. They need to identify how current assets can be leveraged and create proposals that result in successful, error-free implementations.



“Just as Sprint is transforming into a digital service provider, so are our enterprise customers. Today’s complex transformations such as moving away from TDM-based access services to Ethernet and other alternative services require a strategic sale focused approach. We can deliver upon our customers’ desired business outcomes by layering value added services like managed services and work place as a service on top of our core network. These custom deals will only be profitable if we have highly-efficient processes to design and implement the end solutions. Key enablers are collaboration, standardization, automation, and analytics.” Michael Fitz, Vice President & General Manager Wireline Business Unit at Sprint.

Enterprises have a diverse range of needs, so we expect to see more vertical focus from DSPs. While location, data reporting, and analytics will play key roles across

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the board, industries such as healthcare, banking, and farming will require different domains to be mastered.

Since today’s network architectures and equipment are typically not adequate for the challenges of this new world, DSPs have a big opportunity to help their enterprise customers take that transformative digitization journey to TND — to be more strategic DSPs.

#### **An enterprise sales ecosystem to increase profitability**

Because of the scale and diversity of TND, it is imperative that pre-sales processes evolve continuously and be fine-tuned, automated, and managed. Collaboration with Product Management is key so that Sales can keep up with the transforming nature of the proposed offerings. Influencing the sales team early in the process is important to ensure best practices are adhered to and profitability is maximized. It is thus crucial for the product management team to take full control of the DSP offering, update it regularly, and push those updates to the sales team. A multi-disciplinary, collaborative platform that spans from portfolio modeling to proposal generation is vital for this transformation and digitization to be successful.

Success is realized when architectures and designs move quickly and profitably from concept to requirements to proposal to order to successful implementation. Accurate solutions that can be implemented without errors result in customer satisfaction and significantly impact profitability.



To meet the needs of TND, a sales enablement and profit acceleration platform must include engines and data models. Engines such as configuration and design should interact seamlessly with Customer Relationship Management (CRM) solutions, profit optimization, workflow and collaboration, assessment and discovery, and proposal generation. Data models need to support the complexity of DSP reference architectures, from X-as-a-Service, managed and hosted, and on-premise edge equipment to different business models such as outright purchase, maintenance, subscription, and more. The data models are then utilized by the engines to drive the right solution and the best business model, and to align with DSP objectives such as increasing service attach rates and subscriptions.

Whether an opportunity is generated green- or brown-field, an integrated ecosystem that provides end-to-end sales workflow management, collaboration, business analytics, automation, and shared data (a single source of the truth) across the entire sales lifecycle is required to close the deal and deliver the solution.

TND is putting more focus on guided-selling templates to make architectural recommendations. Questionnaires can guide the sales person from enterprise business outcome all the way down to the best (and most profitable) architecture or design for that client. This reduces errors and dependence on more highly-specialized experts.

“Digital disruption is everywhere. Organizations need to concentrate more on the customer journey and user experience than on products. To keep a sharp focus on our customers, we are continually finding ways to move faster and to be more responsive. For example, even in the face of disruptive technologies and digital transformation, we need to quickly create accurate designs and customer proposals. That means our support tools, workflow, and processes must be streamlined and automated, with as much collaboration across and within our teams as possible,” Stuart

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Powerful business analytics and prescriptive intelligence span the ecosystem and enable Design, Sales, Finance, Implementation, and Sales Operations teams as well as the sales business' profitability to be managed from an end-to-end perspective. This was not feasible when teams were working in silos, but is now a reality.

This sales ecosystem approach and a consolidated sales enablement and profit acceleration platform increase the profitability of complex sales.

A consolidated sales enablement and profit acceleration ecosystem empowers digital transformation

#### **Sales enablement and profit acceleration**

DSPs must increase the efficiency of the pre-sales process if they are going to help their enterprise customers transform into digitized companies. They need to manage complex sales and deliver results in a timely and cost-efficient manner.

To accelerate profits across the sales lifecycle, DSPs need to use solutions that enable them to sell more effectively into their enterprise accounts. Their business units need to collaborate through cooperating applications and shared data that are integrated across their company's workflow, from opportunity to quote to post-sale analysis and channel management. This ecosystem approach, combined with agility, efficiency, automation, and intelligent use of big data, provide the basis for profit acceleration in the sales process.

Enterprise sales opportunities abound. A sales

enablement and profit acceleration platform helps DSPs turn those opportunities into profitable sales.

To successfully implement enterprise TND, DSP Sales need to:

1. Assess the existing enterprise infrastructure,
2. Agree on desired business outcomes for the enterprise, and
3. Efficiently and profitably chart the journey from current to future state.

For more information on how we can help you become a DSP visit [Netformx](http://www.netformx.com) at <http://www.netformx.com>.