Solutions & Services Directorate

Solutions & Strategy Strategic Priorities

- Own the strategic direction for DCS products and services
- Establish Customer Experience (CX) practice
- Define top 10 vendors
- Ensure each of the top 10 vendors has a growth plan
- Develop reporting on vendor performance
- Deliver on priorities for "Shift to Modern technologies"
- Work with sales and marketing to create customer events such as executive briefings and sector dinners
- Launch and refine vertical solution areas and propositions
- Create more vertical / customer relevant propositions
- Work alongside the Towers team to guide and support for product development and strategic direction
- Align to key accounts as an executive sponsor
- Represent DCS in the press, media at events etc to build the brand and promote our services
- Be a key driver in the go to market forum

Solutions & Strategy Objectives & KPIs

Business Goals	Solutions & Strategy Objectives	Solutions & Strategy KPIs
Revenue Growth	Improve product penetration (new growth solutions)	Av product penetration across base target 3 (2.8 baseline) (Av product penetration across top 500 target 4.5 (4.25 baseline)
Revenue Growth	Close alignment to strategic partners	Close alignment at all levels of DCS with strategic vendors. Backup up by vendor growth plans for each
Revenue growth	More collaborative GTM planning and measurement/ reporting – product, sales, marketing	Bi weekly with sales and product directors / Monthly with product heads / Quarterly session key sales leaders and product

Solutions & Strategy Objectives & KPIs

Business Goals	Solutions & Strategy Objectives	Solutions & Strategy KPIs
Improvement of customer relationship and account management	Support in the analysis of whitespace data on customers	Higher quality whitespace analysis
Improvement of customer relationship and account management	Implement Cisco CX plans for top 10 Cisco customers	10 Cisco CX plans created and submitted
Improvement of customer relationship and account management	Increase customer feedback/engagement for broader market research / customer insights	Chair sector events such as dinners, lunch and learn
Improvement of Customer Relationships & Experience	Implement a solution feedback / satisfaction program	Launch program in H1 to get feedback on sales through to service for solutions sold

Solutions & Strategy Objectives & KPIs

Business Goals	Solutions & Strategy Objectives	Solutions & Strategy KPIs
Shift to modern technologies	Use customer segmentation to focus and better influence sales pipeline	70% by end of H2 (55% by end of H1) of opportunities generated are in key customer segments end of FY23 (top sectors and FTE segments) (c50% baseline today)
Shift to modern technologies	Increase opportunities generated in growth product areas	50% by end of H2 (38% by end of H1) of opportunities generated by volume in key growth product focus areas by end of FY23
Shift to modern technologies	Assist with creation of educational content to generate Interest/leads (become industry go to)	20 'performing' content assets per quarter
People, Culture, Environment	Create training on solution areas and propositions	Solution areas completed by Q1 with propositions following as they are created.