



DATACOM

Case Study

**Datacom uses  
Altify to boost  
overall sales  
effectiveness.**



## INDUSTRY

Business Services

## COMPANY

Datacom Systems Limited

Wellington, New Zealand  
[datacom.com/nz/en/](http://datacom.com/nz/en/)

Datacom Systems Limited is an information technology services company offering management and consulting, cloud services, ITO, data center services, custom software development, and payroll services. Datacom employs over 5,800 people globally and is the largest tech company in New Zealand.

# DATACOM

**Datacom** uses Altify's Opportunity Manager and Relationship Map tools to streamline their sales motion and focus on enhancing relationships with their top accounts by drawing lines of influence between key players. With Relationship Map, Datacom enhanced their sales team's overall effectiveness and dramatically increased win rates.





# Altify's Opportunity Manager helped Datacom establish a better go-to-market sales motion

## Datacom needed a consistent sales methodology across the business for qualifying big deals

Datacom's sales motion relies on strategically identifying, developing, and pursuing business in large government and commercial accounts. With teams in locations across the globe, one of the biggest challenges they faced was in the consistency and collaboration with different go-to-market teams — one growing revenue in existing accounts, and one creating new business.

With Opportunity Manager, Datacom teams can now follow best practices for deal qualification — strategically assessing the opportunity fit, building relationships with the right people, and uncovering greater insights into the initiatives, goals, and obstacles of the customer.

"The Insight Map helps us make sense of the customer's world. But it's not so much rocking up with marvelous insights, it's how do I help you, and sit on your side of the desk to navigate through the complexity of all the information that's coming towards you? And the Insight Map process is a way of doing that," said Michael Bell, Strategic Engagement Director at Datacom. "It's a journey across the customer's business, and it's a journey in terms of getting everyone on the same page. Having the sales teams truly understand the relationship dynamics is, I think, a key differentiator for us."

*"Altify is as much about qualifying out of deals as into deals!"*

**– Michael Bell**  
Strategic Engagement  
Director at Datacom



# Altify helps Datacom win the deals that matter

## Datacom needed a better approach to building strategic relationships.

As a technology driven company, Datacom found themselves frustrated and challenged with no collaborative way to approach building business relationships. Altify's Relationship Map enables their teams to think more strategically about relationships with customers and new prospects. "The biggie for us has been the ability to visually get representation from the whole team on the dynamics of the deal," said Bell. "Where do we need to be spending our time? Who do we need to be spending our time with to give us the best chance of winning the deal?"

## Datacom's sales teams were looking for a sales collaboration solution.

With globally dispersed teams, Datacom needed a solution that would help get the sales teams on the same page at the same time. With past

relationship mapping done on a whiteboard – and with that only basic understanding of relationship insights and attributes – a Salesforce native solution was needed. Relationship Map gave Datacom's teams the ability to effectively communicate in real time. "This tool gives us the ability to act very quickly," said Bell. "We can dynamically add in contacts, easily move contacts around, sort out the org chart, and look at different views together."

## Opportunity Manager for strategic deals

Datacom first used Opportunity Manager for opportunities larger than \$10M in revenue but soon expanded their use of the application to smaller opportunities to drive win rates across their entire sales team. The qualification, Relationship Map, Insight Map, and Test and Improve processes help Datacom win a larger percentage of their critical deals and increase revenue with a consistent and collaborative go-to-market sales motion.

"We are now consistently asking the key questions, such as, is there an opportunity, can we compete, can we win, and is it worth winning?" said Bell.

## Evolution to Account Manager

As Datacom's usage of Opportunity Manager expands across their teams, the next stage in their evolution is a focus on account planning and growing revenue in key accounts, utilizing Altify Account Manager to build a virtual and collaborative account planning motion, integrated with their ability to qualify and win more of the deals that matter.

*"For us it made sense to look for a tool that could not only integrate seamlessly within Salesforce but could also help us in terms of qualification of large deals."*

– **Michael Bell**, Strategic Engagement Director, Datacom