



Abe Stein

Chris Lange

David Harutian

Tim Ioannidis

XERTICA

Xertica is the Leading Cloud Consulting Services firm in Latam, with expertise in developing digital strategies for its more than 3,000 customers across the region. With over 200 professionals, Xertica has offices in Peru, Colombia, and Mexico.

CHALLENGE / OFF SITE WORK

Xertica is focused on shifting from being a Google Cloud reseller to an IT consulting business model. In order to be successful in this strategic pivot, Xertica needed to understand how companies in developed markets (many that started out just like Xertica) were successful in expanding their offering and expertise. Our offsite work plan consisted of:

- US & Developed Market Analysis
- Competitor Analysis
- Competitor Interviews
- Recommendations for the Future

RECOMMENDATIONS TO THE BoD

Value Prop 1:
BI & Analytics
Short Term

Value Prop 2:
Hybrid Cloud Management
Short Term

Value Prop 3:
CRM, ERP, and Marketing Automation
Intermediate Term

ON SITE WORK

After the presentation, Xertica decided to act on our first recommendation and acquire a big/data analytics company. Our onsite work consisted of sourcing, evaluating, interviewing, and conducting due diligence on potential targets. We examined over 200 companies.

METHODOLOGY

