XERTICA

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Xertica is the leading Cloud Consulting company in Latin America, enabling the digital transformation of over 3,500 firms in Mexico, Colombia, Peru, Argentina, and Ecuador

The company is the largest Google Cloud Partner in Latin America and provides solutions in GSuite, GCP, Salesforce, and Workplace
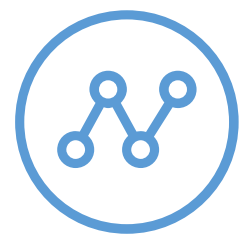
Project Scope

Offsite: Develop a strategic roadmap to build Xertica's newly acquired Salesforce-consulting capabilities

White Space Analysis: Opportunities for growth in vertical and functional specializations

Competitor Growth Stories: Deep dive on Growth Strategies adopted by recently acquired vendors

Capabilities and Certification Assessment: Strengths, Synergies and Partner eligibility requirements

Onsite: Develop Xertica's future strategy for Digital Transformation practice, prioritizing products and services

Competitor Benchmarking: Acquisition activity, strategic positioning of Digital Transformation consulting vendors

Digital Transformation Trends Research: Trends and opportunities in digital initiatives in identified industries

Customer Research: Customer interviews validating findings and exploring pressing needs
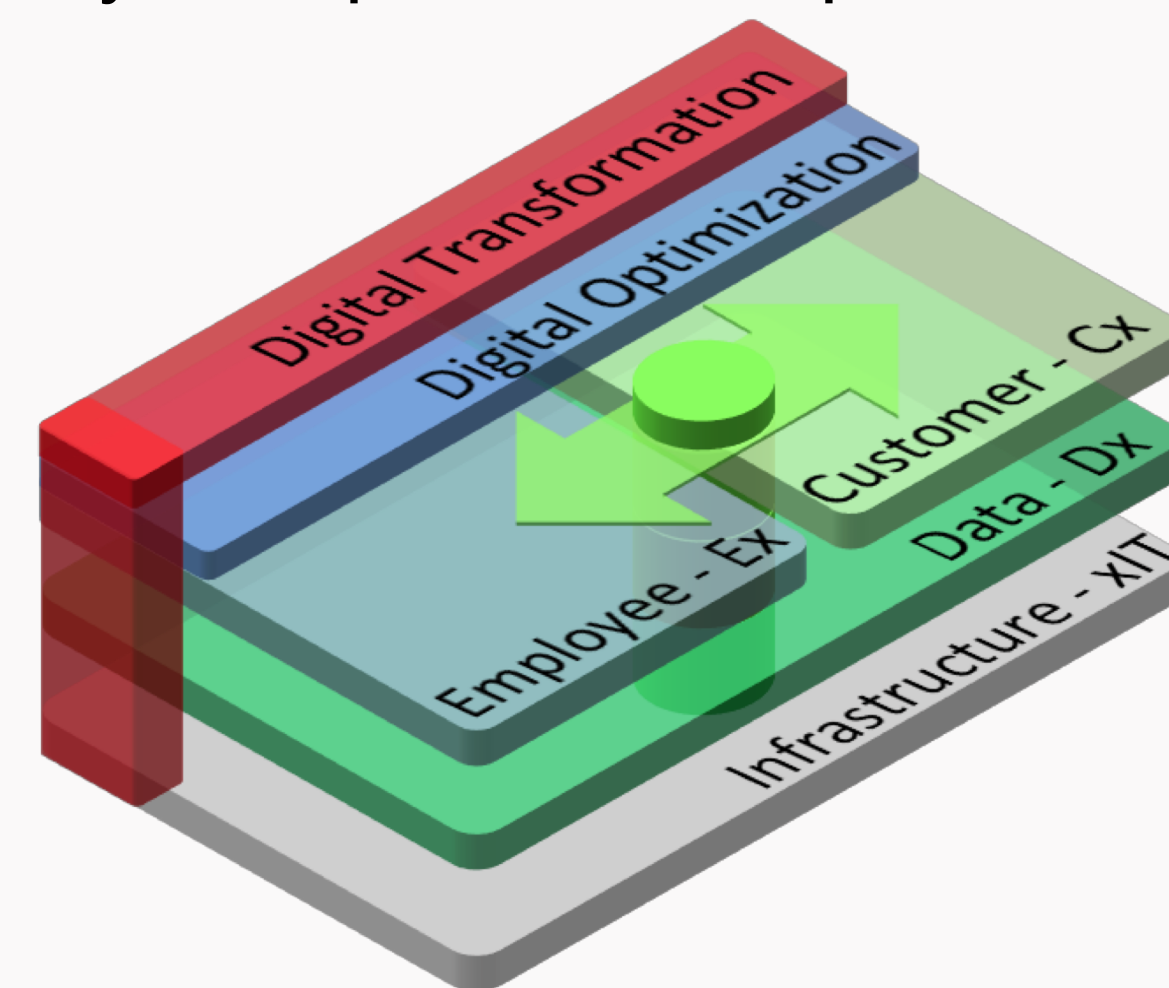
Key Findings

Digital Transformation is a journey

o Stages of Digital Transformation in a company:

Digital Enablement → Business Optimization → Innovation / Disruption

Strategic Focus

Consulting vendors acquired four key capabilities

o Capabilities in IT, Data, Customer and Employee experience acquired

Recommendations

Strategy

- o Understand Business, not just technology
- o Target multiple projects through various DT stages
- o Focus on 'digital speed' – leaner, agile, cost effective model to accelerate execution

Product Offerings

- o Build out portfolio in IT, Data, Employee, Customer X-factor
- o Develop digital maturity assessment test
- o Continue building out Cx portfolio of products and services

Skills & Training

- o Integrate capabilities between Google and Salesforce units within Xertica
- o Equip sales and delivery teams with deep industry knowledge and tools

GTM Plan

- o Pursue regional clients across industries
- o Build strategic advantage by leveraging existing strengths
- o Conduct digital maturity assessments of clients and provide DT roadmap