



Hypertec Achieves GTM Alignment and Growth from Cloud Practice Builder Consulting



Cloud Practice Builder from TD Synnex Guides Business Plan and Strategy,

About Hypertec

Hypertec is a large and rapidly growing global provider of innovative information technology solutions. Founded in 1984 and headquartered in Montreal, Canada, they offer a wide range of technology products and services, which are trusted by cloud service providers, communication service providers, organizations in the financial services, media and entertainment, public sector, and health service industries (as well as other industries where cutting-edge technology solutions are critical to customers' success). Hypertec's range of products and services include their own designed and manufactured application optimized servers, storage, workstations and personal computers offered under the CIARA brand, a full suite of partner hardware and software products, business resiliency services, home health monitoring support services and a full range of complementary value-added services.

TD Synnex's Cloud Practice Builder for AWS Commercial Partners

TD Synnex provides a variety of Cloud Practice Builder (CPB) consulting and enablement engagements to help our cloud partners plan, launch and accelerate the growth of their cloud business. Based on the strength of our delivery knowledge and methodology, AWS has authorized and supports TD Synnex in delivering high-value, impactful engagements for partners to grow their AWS businesses. Cloud Practice Builder Consulting is a hightouch, 1:1 consulting engagement designed to guide a partner's evolution into a successful, thriving, and independent AWS Cloud Solution Provider while establishing connections with our CPB community of Subject Matter Experts to support ongoing growth and development.

Hypertec's Challenges

Prior to their Cloud Practice Builder Consulting engagement with TD Synnex, Hypertec had a well-established cloud services business for five years, but was not offering AWS solutions or services. While they did offer Microsoft Azure, they discovered there was a gap in their Infrastructure-as-a-Service (IaaS) offerings when sales reps reported losing business to AWS because it was often the more economical option for customers, specifically their commercial small and medium-sized business (SMB) customers and their state, local, and education (SLED) customers. SMB and SLED customers are particularly price-sensitive, which meant that Azure was not always the best option for everyone in Hypertec's target audience. Hypertec's goal was to expand their cloud business by building out a cloud portfolio that included a variety of options to ensure the best fit for each customer's unique needs.



Public Sector



Management & Finance



Sales & Marketing



Cloud & Platform Vendor



Services

Holistic Approach to Cloud Business Transformation



Hypertec was looking for expert guidance to assist them through the process of building their AWS business from scratch. They found that they had reached the point where they had more questions than answers. They needed a better understanding of how to position their cloud practice to customers, align with AWS credentials and program participation, deliver AWS integration capabilities, educate their sales representatives on AWS solutions and services, and quickly get the technical expertise and resources to deliver AWS solutions to customers. With only one AWS technical resource, a system engineer, it was imperative for Hypertec to find a way to get the support they needed when it came to service delivery of the projects they were selling. Gaining access to codelivery resources and shadowing opportunities through TD Synnex were some of the many reasons why Hypertec selected TD Synnex over working directly with AWS.

“We looked at several distributors and considered working with AWS directly,” said a Hypertec representative. “But we ultimately decided to work with TD Synnex to build out our AWS business because of the support we would receive through Cloud Practice Builder consulting.”

How did Cloud Practice Builder Consulting Help?

The Cloud Practice Builder consulting engagement allowed Hypertec to get an objective assessment of their cloud practice readiness and identified gaps in their strategy. The CPB methodology aligned business and technology consulting sessions to address their needs, provide an understanding of appropriate options and guidance to make key decisions, and move Hypertec forward on a critical path to success. They liked the way consultations and workshops were structured into an agile action plan of sessions developed around their specific cloud business needs and goals. Before the engagement, Hypertec was in the process of developing its business plan for achieving the desired growth for their cloud business. Through the engagement, Hypertec was able to work hand-in-hand with the CPB consulting team to make the decisions needed to create a strategic business plan.

“One of the greatest outcomes of the CPB engagement was having access to and using the CPB financial modeling and sales forecasting tool to support our business plan,” said a Hypertec representative. “We can forecast monthly recurring revenue now and use that to gauge our progress, build upon what’s working, and drive adjustments to get back on-track if needed. We understand our margins and actions we can take to optimize our profitability. The consulting team’s guidance and the financial model’s functionality has helped tremendously as we are growing our AWS business. It’s allowed us a clear visual of the growth we are seeing month-over-month, where exactly the revenue is coming from, and where additional services and solutions could be offered.”



TD Synnex's AWS Strategy Alignment Stack



From a sales enablement standpoint, the AWS sales team at TD Synnex conducted trainings with Hypertec's sales reps, both during and after their engagement, to get them familiar with the key AWS solutions to focus on. Now that the sales reps are familiar with AWS solutions and services, the Internal System Engineers at Hypertec have started conducting regular whiteboarding sessions where they review product information, go through questions, and provide answers to get the sales reps more comfortable and confident selling AWS. It helps sales, marketing and delivery resources to align with the go-to-market strategy Hypertec developed through CPB.

Through the engagement, TD Synnex was able to introduce Hypertec to key AWS team members and additional TD Synnex resources that they could leverage to fill their technical resource gaps. "It's great knowing that TD Synnex is there to help us," said a Hypertec representative. "It's nice to say to our customers, 'We have someone we can escalate to,' whether it's TD Synnex or AWS themselves. Thus far, we've primarily leaned on TD Synnex, and it's been a huge advantage."

Working with a CPB marketing consultant provided Hypertec with an understanding of marketing resources available to them through both TD Synnex and AWS, including a library of content and campaigns they can leverage in both their marketing execution and sales enablement strategies. Ensuring their sales team has the tools and resources they need to speak to AWS solutions and capabilities has been key for building their pipeline, credibility, and trust with prospects and customers.

Outstanding Results

The CPB engagement with TD Synnex provided Hypertec with greater insight into their service delivery staffing needs, specifically the roles they should hire and the capabilities needed. As a result, Hypertec hired a new Systems Engineer (plus a few other hires) and increased their number of AWS certifications in the process.

Hypertec also received important direction on training requirements for their sales reps starting with the AWS Business Professional Accreditation. "In addition to all of our internal trainings around AWS," said a Hypertec representative "both our US and Canadian sales reps are working on achieving their Business Professional Accreditation so they are even more familiar with AWS solutions and services." This has resulted in a much better understanding of how to identify AWS Cloud opportunities and communicate the key value propositions of working with Hypertec.

Just two months after their CPB engagement ended, Hypertec has onboarded three new AWS customers and have built up their pipeline with several AWS opportunities for IaaS. They have also been able to engage their public-sector customers in cloud discussions, generating a strong interest in leveraging AWS services and solutions in their digital transformation journey.

Advice to Other Partners

"Take advantage of this program. It is extremely useful, whether you have a cloud practice in place or not. You're going to learn something new and get valuable guidance to get to the next level of growth and success. The engagement with TD Synnex CPB is an efficient investment of time that offers value because of how customized it is to where you're at with your cloud practice. It's worth the time and effort — you'll reap the benefits with a plan of action, an aligned organization and an educated sales team." said a Hypertec representative.