

# 2bcloud's Business Gets A Boost With Help From Cloud Practice Builder

**Targeted Go-To-Market Guidance from TD SYNEX Positions Global Company for Success in a New Market**



## About 2bcloud

Founded in 2018, 2bcloud is a born-to-the-cloud Managed Service Provider (MSP) that works with fast growing, cloud-native startups. They leverage their unmatched, multi-cloud expertise working with AWS and Azure to help customers grow revenue, increase efficiency, reduce cost, and deliver scalable experiences. The firm's field-proven technology stack is backed by deep knowledge and includes managed services, cloud cost optimization, zero-cost consultancy, training, and 24/7 technical support. With a mantra of "Your Cloud, Our Passion," 2bcloud is committed to supporting a wide-range of clients through all stages of their cloud journey. 2bcloud conducts business in Israel, Germany and the U.S.



# TD SYNnex's Cloud Practice Builder Consulting Services

TD SYNnex provides a variety of Cloud Practice Builder engagements to help cloud partners transform and accelerate the growth of their cloud businesses. Based on the strength of our partner enablement delivery, AWS has authorized and funded TD SYNnex to deliver its exclusive Cloud Practice Builder Consulting Services (CPB) for AWS Partners. CPB is a high-touch, individualized consulting engagement designed to drive a partner's evolution into a successful, independent AWS cloud solution provider.

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## 2bcloud's Challenges and Getting Started with Cloud Practice Builder

2bcloud focuses on startups and Independent Software Vendors (ISV) customers and is very successful with Azure and AWS in Israel, but they wanted to grow their AWS cloud business in the U.S. They were unsure if their existing business model, digital approach, and messaging framework were suitable for the U.S. market. So, while 2bcloud realized that they had strong AWS alignment and a compelling DevOps superpower, their big challenges were around *where* to message their superpower – and *how* to message their superpower – to successfully target early stage and startups in the U.S.

Recognizing that they needed access to local industry knowledge and best practices from experts, they approached their TD SYNnex Strategic Account Executive for guidance and an introduction was made between the 2bcloud leadership team and TD SYNnex's Cloud Practice Builder team. 2bcloud's dedicated Cloud Practice Builder team paired them with the right subject matter experts (SMEs) to address their specific needs as identified through the CPB Assessment Survey and delivered through a well-thought-out Agile Action Plan. Not only did this provide 2bcloud with guided access to and consultation with TD SYNnex's broad community of cloud practice SMEs, but it also helped them more confidently make the critical decisions across their cloud practice domains that were necessary to accelerate their growth in the U.S. As Itay Blogorodsky, GM of Cloud in the U.S. at 2bcloud, explains: "We knew what we were selling. We knew what we wanted to do. But the CPB team managed to make our direction more clear and more focused. So, this was really impactful."

## Cloud Practice Builder Delivers Personalized Support

While most partners who engage with CPB typically focus on enterprise clients or industry verticals, the CPB team was able to quickly pivot and develop a very targeted and individualized plan to help 2bcloud reach their target audience of startups, venture capitalists (VCs) and ISVs. 2bcloud especially appreciated the focused and specialized direction that was provided by their CPB lead consultant in a go-to-market strategy session of “follow the money” that identified areas in the U.S. where 2bcloud needed to be present, as well as pinpointed the resources and events available they could leverage to get in front of their target market. “I think all the sessions were very structured and helpful. But the session about the market, and how to follow the money to reach our target audience, and all the action items provided, that was extremely valuable and one of the most impactful aspects of our CPB engagement,” explains Blogorodsky.

The go-to-market session also helped 2bcloud to understand where they needed to add sales and engineering people in the U.S. to successfully expand their business. Within the first six months after the start of their engagement, 2bcloud more than tripled their staff in strategic locations in the U.S. Blogorodsky also notes that having people on the ground has enabled 2bcloud to have productive meetings where they have been able to provide added value to U.S. clients.

## 2bcloud Refines Their Message With Help From Cloud Practice Builder

One of the challenges that 2bcloud faced as they looked to expand was how to deliver their DevOps value proposition in a way that targets early stage and startups in the U.S. So, a lot of what they were trying to accomplish with their CPB engagement was to test and refine their message and then find a target. CPB was able to provide substantial value in this area as well and arranged for 2bcloud to deliver their first call deck -- and test their value proposition -- with a local early-stage ISV. What followed was a series of recommendations on both the mechanics of the presentation and the message of the presentation that allowed 2bcloud to refine their value proposition. As Blogorodsky points out, “We learned a lot from this meeting and input from the ISV helped us hone in on our messaging, especially on Application Modernization which is one of our best differentiators.” This opportunity also led to recommendations on how 2bcloud should market their services in North America.

2bcloud's marketing sophistication has also been elevated thanks to their CPB engagement. Taking the recommendations of their CPB team, 2bcloud hired a U.S.-based marketing agency to assist with targeted marketing execution. With primary marketing operations based in Israel, 2bcloud found the support of an agency with knowledge of the U.S. market extremely valuable in effectively reaching their target audience. 2bcloud's marketing agency is driving awareness, handling public relations, executing activities with their CRM sequences on HubSpot and coordinating various activities for lead generation. According to Blogorodsky, "We are doing everything we can to gain mindshare. We are in *Forbes* with a few articles, and we are doing meet ups. We are seriously doing everything our CPB consultants recommended."

What have been the results when asked about the growth in revenue and pipeline? Blogorodsky excitedly shares, "There's nothing to compare. We have 3 times more opportunities now and our MRR has increased 10-fold." He went on to add that: "Things are speeding up. We're getting more and more new clients every month." 2bcloud's CPB engagement helped them understand best practices for inbound lead generation and content-driven marketing in the U.S. market, and they quickly built a catalog of assets they could use for effective marketing to their target audience – and they are realizing strong results.

## **What Advice Would 2bcloud Offer To Other Partners?**

2bcloud explains that the go-to-market strategy expertise and support of his dedicated CPB consultants has had a big impact on their recent success in the U.S. But Blogorodsky expressed that having 2bcloud management involved in the CPB sessions was very important and ensuring that the 2bcloud team was doing their homework and strategizing outside of the CPB session was very helpful. "I am not saying that the whole C-level should attend all meetings," he shared, "but I think that the stakeholders that are relevant should join, listen, understand, and deploy."

