



## Case Study: Strategy Development Workshop for IBM and DeployPartners

### The Challenge.

The IBM Cloud Stars Partner initiative provides information and support to IBM Cloud partner companies to help drive their success with IBM solutions. DeployPartners is a Star Partner and considered to have high potential by IBM. The company provides Service Assurance Solutions expertise worldwide through offices in ANZ, ASEAN, Europe and the USA.

DeployPartners business success was creating significant growth opportunities for the Company worldwide. At the same time, the leadership team were running so fast at an operational level that business strategy was being ignored. The executives understood that this would eventually hamper their long-term success.

### The Solution.

IBM engaged Ridge Consulting to run their one-day strategy development workshop with DeployPartners. The workshop was run by a qualified Chartered Director, and used Ridge Consulting's proprietary A.L.I.G.N™ methodology to rapidly develop a coherent business strategy for DeployPartners. The workshop is specifically designed for small and mid-sized technology Resellers which makes it both streamlined and rigorous.

### The Results.

The intensive one-day workshop covered the complete process of strategy development, from vision and mission, to a review of the external environment, internal strengths and weakness, sources of competitive advantage, strategic options and strategic fit.

Throughout the day the workshop leader and DeployPartner's executive team worked through the A.L.I.G.N™ methodology in a structured and focused way, using the templates and tools provided by Ridge Consulting. The end result was a draft "strategy canvas" that the DeployPartners executive team could use as their foundation business strategy on which to base functional ones, such as marketing strategies and plans. The workshop also involves two follow up sessions with the workshop leader to ensure the strategy is "fit for purpose".



Adrian Petzer, Managing Director of Deploy Partners says: *“The workshop from Ridge Consulting helped us to crystallize our thoughts around the Company Vision and Strategy surprisingly quickly. The tools and frameworks introduced in the workshop were very effective and helped develop our thinking much faster than we could have done ourselves. By the end of the day we had a new Company Vision and a new draft strategy that we started to implement the very next day. I highly recommend this very practical workshop to any technology solution provider looking to develop a business strategy to guide their long-term success”.*

Melissa Hadley, Global Channel Strategy and Development Manager, IBM Cloud says, “The IBM Stars initiative is absolutely committed to the successful development of our hybrid cloud partners. This investment in the strategy development for DeployPartners demonstrates our dedication to our Partners long-term success. We now look forward to DeployPartners achieving their full potential, and to their successful long-term partnership with IBM”.

More information:

IBM Stars Initiative:

<https://www.ibm.com/partnerworld/wps/servlet/ContentHandler/cloud-star-partners-overview>

DeployPartners: <http://www.deploypartners.com/>

Ridge Consulting Strategy Workshop: [http://www.ridge-consulting.com/strategy\\_workshop](http://www.ridge-consulting.com/strategy_workshop)

