



Leveraging Our Assets to  
Help You Grow Your  
Business

## Large Tech Company Rapidly Trains Thousands in New Products and Solutions

*ANI partners with large tech company to speed-up technology adoption and revenue velocity for new products.*

### The Partner

This partner, a multinational technology company headquartered in Silicon Valley, California, is the worldwide technology leader that has been making the internet work since 1984. They design, manufacture, sell, and support technology equipment, software and services. They sell and service these products through a field sales force working alongside a worldwide network of Partner resellers.

### Key Achievements

- Over 40,000 of the company employees and resellers have been trained to sell and deploy its products and solutions.
- Trained AMs have seen a 34% increase in pipeline, compared with only 4% pipeline increase for non-trained AMs.
- Over 95% of reseller personnel use ANI's solution-based documentation as a guide to deployment.

### The Challenge

This large tech company introduces dozens of new technology-based products every year. Because the vast majority of its sales are generated by resellers, there are a number of challenges around New Product Introduction (NPI).

- Resellers must know how to design, sell, deploy, maintain and service these new solutions by the time they are released.
- Account Sales Managers (AMs) must understand where the new products fit within the company's portfolio, as well as how they compare on an ROI basis to the competition.
- Account Sales Engineers (SEs) must know how to help their customers design, configure and deploy the technology.
- Account Field Engineers (FEs) must know how to install, maintain and service the technology.
- Technical/ Customer Support personnel must understand how to troubleshoot installation and operation.

Getting all these pre- and post-sales personnel up to speed on brand-new products at the time of product release has been a challenge, causing slow adoption, low sales, failed deployments, and low customer satisfaction.

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*"From professional experience, I can attest this new product learning approach is a HUGE value-add to our partner community, keeping a very strong "first" in our choices of vendors that we pitch to our customers.*

-Pre-Sales Engineer

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## The ANI Solution

### Unique Solution: Post-Sales FEs and Tech Support

To help this company and its Partners' post-sales FEs and tech support personnel meet the challenges they face, ANI assembled a team of network engineers to design, develop and deliver just-in-time new product training for its resellers and employees. ANI employed the proven methodology they have designed and enhanced over the last 10 years. The methodology revolves around presenting deployment scenarios that provide real-world business solutions, and the learning model includes virtual product introduction training and hands-on labs. The ultimate goal is to speed up technology adoption, which drives revenue velocity for the tech company and its resellers. Achieving this goal is dependent upon immediate and successful deployments. ANI's proven methodology of implementing and configuring new products is a crucial element of ensuring successful deployments and increased customer satisfaction.

### Unique Solution: Pre-Sales AMs and SEs

To meet the needs of this company and its Partners' pre-sales AMs and SEs, ANI worked with the company to create several workshops, one of which was titled "Gaining Competitive Advantage." This case study-based workshop enables new and experienced sales personnel to engage in an architectural business transformation conversation with technical and business decision makers to quantify and articulate the business value of these architectures. This approach creates demand for this company's solutions by focusing on its Architectures' advantages and shows the impact of each architecture on the goals and initiatives of the business. Pre-sales AMs and SEs can differentiate offerings and reduce product-to-product competition, building a competitive advantage.

## The Results

- Reseller's rate the value of this program at 4.7+ on a 5-point scale.
- Prior to the training, Partner University participants rated their ability to engage in an architectural conversation with business decision makers at 2.75 on a 5-point scale. After this training, participants rate their ability to engage at 4.23.
- **Reported** business outcomes include:
  - Accelerated revenue velocity due to increased sales and implementation knowledge, skills and confidence
  - Reduced technical assistance demand (and cost) due to training effectiveness and related documentation
  - Client/Partner/Customer satisfaction increase due to knowledgeable teams and successful 1st-time deployments
  - Accelerated adoption of technology in the marketplace due to Field Sales and Support personnel's expertise on the new technology

## About ANI

Since 1992, ANI has been a leader in New Product and Go-to-Market Sales Enablement facilitation for technology companies. Initially we created roadshow programs, accompanied by stacks of equipment, to train client and Partner sales and sales engineer personnel to sell and install new product offerings. While the goals of sales enablement, technology adoption, revenue velocity, and customer support have not changed, our approach to this critical activity has. We've replace these costly roadshow programs with virtual sales enablement deliveries and remote labs that reach larger audiences with greater speed, enabling clients to get products to market faster and generate revenue more quickly. ANI helps technology companies reach more people faster, increase the effectiveness of training, and reduce the cost per participant.