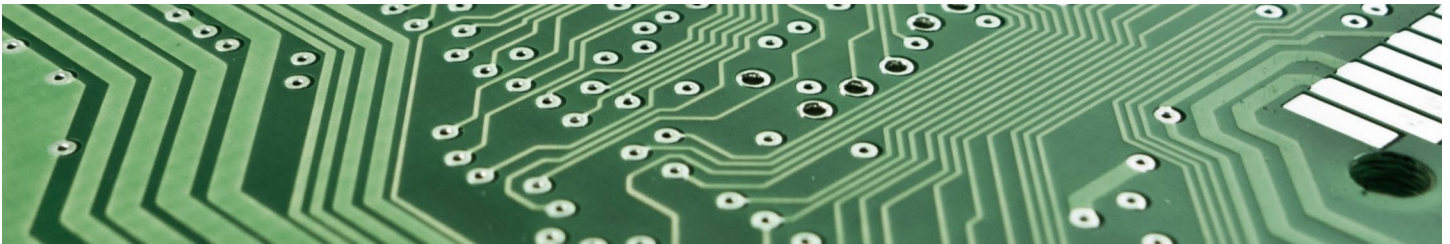


Creating Startup Success

Command of the Message® Fuels Sales Transformation

DynamicOps



“I would encourage my peers at other startups to do whatever is necessary to get this project initiated. It’s a big deal for a startup, but the value that comes out on the other end is immeasurable.”

Carlos Delatorre,
Former SVP of Sales

The Client

DynamicOps’ Cloud Automation Center automates the lifecycle of servers and desktops. This solution enables enterprises to evolve existing infrastructure into scalable Private, Public, Desktop and Hybrid Cloud offerings in a matter of days or weeks.

Customers are able to realize fast time-to-value while responding to market demands quickly and economically. After emerging as the leader in cloud automation, DynamicOps was purchased by VMware in July 2012.

The Business Challenge

As a startup organization, DynamicOps struggled with differentiating itself among other vendors selling cloud automation.

“We were vying for leadership and frankly, there were a lot of other startups that had more traction than we did- not to mention the established System Management vendors,” said Carlos Delatorre, Senior Vice President of Sales.

One of DynamicOps’ biggest challenges as a company was inconsistency in messaging and, as a result, in sales performance. Only a small number of sales people were successful. DynamicOps needed to provide its sales teams with a way to easily and effectively communicate the value of its solution for customers.

“We had lots of good content,” said Delatorre. “But, it was difficult for sales reps to rationalize the information into meaningful, digestible messages.”

As a growing startup, DynamicOps struggled to bring the information together into one usable framework. “We just didn’t have the resources or the experience of how to do that,” he said.

Our Solutions

Command of the Message® helped DynamicOps develop a toolkit that created communication consistency throughout the organization.

“Our Value Framework exercise forced us to reconcile the various opinions across various departments within the company. We defined what we do and why it matters,” he said.

The result was a transformation in how the sales team approached deals and how they eventually won customers.

Measurable Results

DynamicOps saw results immediately. Over the course of the year, they were breaking sales records. Their average deal size increased from 75K to 450K. They went from 23 to 95 customers. Their sales bookings increased by 300%.

The numbers helped propel DynamicOps into a leadership position in the cloud automation space. Their leadership attracted the attention of software giant, VMware.

“When we engaged with Force Management, we were an unknown player,” he said. “But just a year later, we emerged as the recognized leader.”

Delatorre credits Force Management with playing a pivotal role in growing DynamicOps’ business.

“If I tried to assign an ROI to the work we did with Force Management, the number wouldn’t be believable,” said Delatorre. “I would encourage my peers at other startups to do whatever is necessary to get this project initiated. The value that comes out on the other end is immeasurable.”