

Go-To-Market Services Overview

Acumin's Go-To-Market Services assist both new and established technology vendors in the Information Security, Risk Management and virtualisation space to quickly and effectively develop your business and increase revenues. Acumin GTM has an excellent track record in helping increase our clients' revenues through expert advice in optimising channel effectiveness and providing unique sales acceleration services.



New Market Entry

- > Market verification
- > CISO Round Table events
- > Channel intelligence
- > Channel recruitment
- > Staff recruitment; Sales, Pre-sales, VP EMEA

For organisations launching new products and services into new territories, Acumin GTM provides straightforward, cost effective advice helping you research your market, hone your message and approach the right partners to ensure you maximise the potential of a new market in the shortest possible timescale.

Combining local experience with a proven methodology, we ensure that you mitigate the significant risks involved in launching your business into new regions.

Benefits of using Acumin GTM

- Market verification
- Quickly identify the best routes to market through an intelligent, structured and focused approach to channel recruitment
- Fast and effective market entry
- Recruit the right people
- Maximise new market potential

Channel & Sales Optimisation

For companies looking to improve existing channel and direct sales effectiveness.

- > Channel efficiency assessments
- > Partner restructuring
- > CISO Round Tables
- > Staff sales training (Direct and Channel management)
- > Strategy execution
- > Ongoing performance management

Benefits of using Acumin GTM

- Identify existing channel strengths and weaknesses
- Knowledge to help you refine / expand your channel base
- Identify sales process strengths and weaknesses
- Quickly find, sign and train new channel partners
- Unique software tools - automate end to end processes to significantly improve channel performance

“Entering a new market can be challenging, but with Acumin's help, we were confident it would be successful. The range of services they provide and their market knowledge puts them on another level in terms of insightful advice. This offering is backed up by Go-To-Market services that enable a company like ours high-speed market entry, underpinned by a scalable execution platform. **Steve Pace** WW VP Sales, Core Security

