Value Realization

Empower customer success through
the digital workspace journey
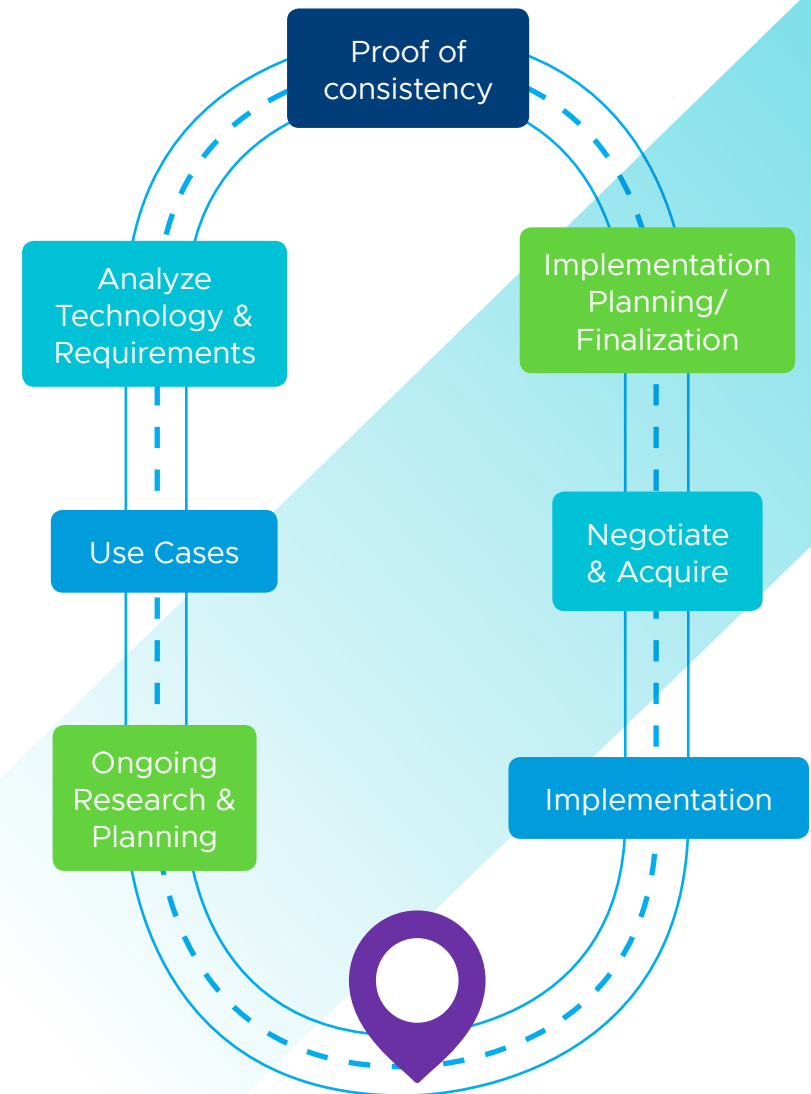
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Introduction

When it comes to empowering customer success through the digital workspace journey, sales and marketing need to work together to:

- Inform our customers as informed buyers have more confidence in making their choice and are more open as a result.

- Consult with our customers as they often know what they want but need our help on how to realistically get there.

- Demonstrate our expertise in managing integrations and planning for implications at the grassroots technical level, so customers can understand the application of the technology.

- Prove we understand our customers' needs and timings, working with their data.

- Be mindful of industry trends as sectors amid disruption tend to be more motivated and less risk averse.

This guide will take you through our tools and processes designed to help you keep customers for life through an ongoing, repeatable process.

Proof of consistency

Analyze Technology & Requirements

Implementation Planning/ Finalization

Use Cases

Negotiate & Acquire

Ongoing Research & Planning

Implementation

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The Right Tools at the Right Time

Understand the customer buying journey

Digital Workspace Journey Model – Our roadmap for the customer journey to the digital workspace.

Customer for Life – Our playbook of what we do, when and how in successful enterprise End-User Computing (EUC) projects.

Use the Digital Workspace Journey Whiteboard

This discovery tool helps position the VMware digital workspace vision and collect key information about the customer's current EUC positioning.

Introduce the Value Realizer Tool

EUC specialists use this comprehensive value modeling tool to produce a full Professional Services solution builder service proposal.

Engage the Digital Pursuit Team

The team will work with you on your most complex, high-value deals.

Experience the benefits of Value Realization

1. Accelerate your sales cycle
2. Increase your deal value
3. Build deeper customer relationships

Keep the momentum going

Remember, it's a continuous journey and a repeatable process to a customer for life.

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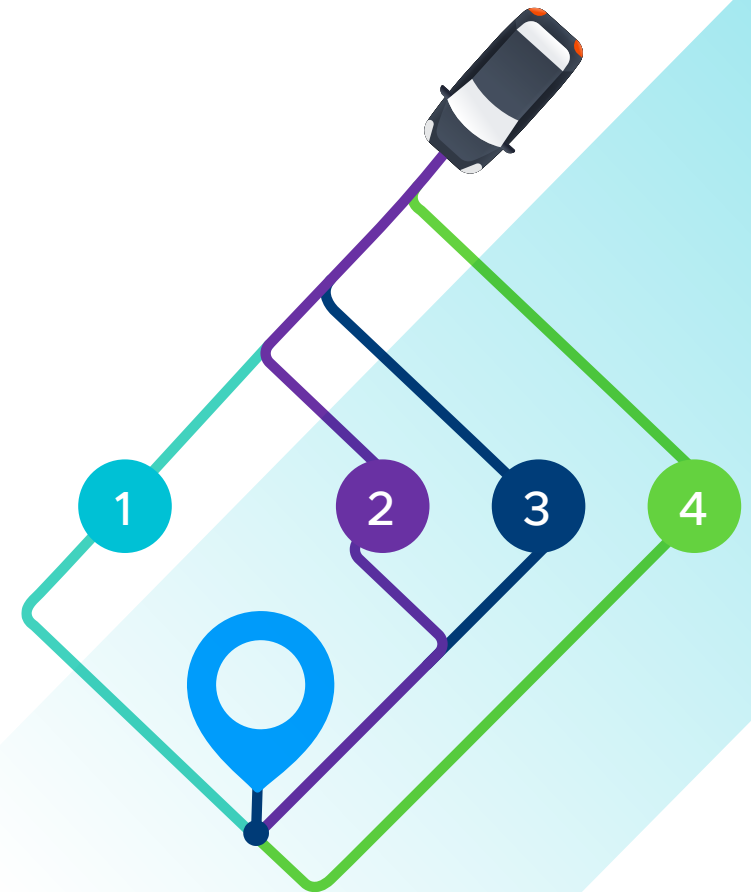# Every Customer Journey Is Different

For most organizations, the journey to a digital workspace involves up to four IT silos:

1. Identity and access management
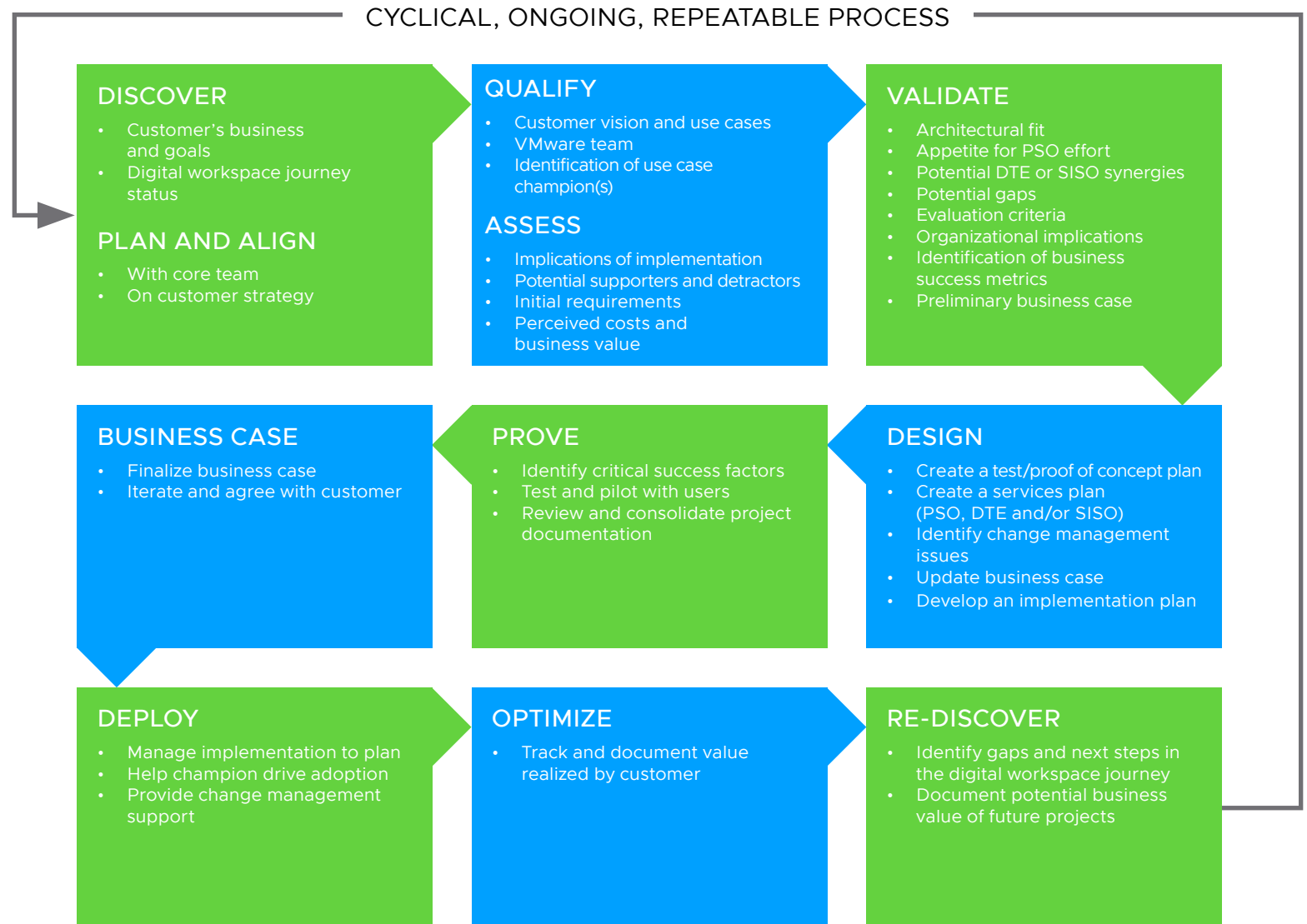2. Applications
3. Desktop
4. Mobile

Each silo has probably already taken some steps.

To complete the journey, these IT silos will need to align and converge.

Success requires a clear view of which silo is where and where it needs to go.

Customer for Life Engagement Model

CYCLICAL, ONGOING, REPEATABLE PROCESS

DISCOVER
- Customer's business and goals
- Digital workspace journey status

PLAN AND ALIGN
- With core team
- On customer strategy

QUALIFY
- Customer vision and use cases
- VMware team
- Identification of use case champion(s)

ASSESS
- Implications of implementation
- Potential supporters and detractors
- Initial requirements
- Perceived costs and business value

VALIDATE
- Architectural fit
- Appetite for PSO effort
- Potential DTE or SISO synergies
- Potential gaps
- Evaluation criteria
- Organizational implications
- Identification of business success metrics
- Preliminary business case

BUSINESS CASE
- Finalize business case
- Iterate and agree with customer

PROVE
- Identify critical success factors
- Test and pilot with users
- Review and consolidate project documentation

DESIGN
- Create a test/proof of concept plan
- Create a services plan (PSO, DTE and/or SISO)
- Identify change management issues
- Update business case
- Develop an implementation plan

DEPLOY
- Manage implementation to plan
- Help champion drive adoption
- Provide change management support

OPTIMIZE
- Track and document value realized by customer

RE-DISCOVER
- Identify gaps and next steps in the digital workspace journey
- Document potential business value of future projects

Aligned with VMStar and DTE Pursuit Approach

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Top Three Things to Remember

1. Lead with discovery questions, not technology.

2. Propose only the benefits that map discreetly to your sponsor's priorities.

3. To win, you need the right tools and support at the right time.

[Share your Value Realization success story today]

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