

Corporate planning leads to successful change in go-to-market approach

Touch provided a set of competencies and expertise that permitted our executives to continue to focus on their daily responsibilities while the corporate planning process improvement project was being conducted.

Background

The client delivers an interoperable IT platform and a portfolio of integrated IT management software designed to help customers around the world reduce cost, complexity and risk. The client integrates mixed IT environments, allowing people and technology to work as one. During the client's implementation of a new ERP solution, they decided to change their go-to-market strategy to be more channel-centric. They engaged Touch to help them expeditiously develop and implement a revised corporate planning model that was consistent with those changes.

Business Objectives

- Revise corporate management of the annual planning cycle to align with the fundamental shift of the go-to-market approach to a channels-based business model
- Incorporate a new ERP solution into corporate information management and planning that exploited the change in the go-to-market approach

Capabilities Required From Touch

- Understanding of corporate planning
- Understanding of go-to-market business models
- Knowledge of how to establish and manage corporate objectives, ownership, accountabilities and milestones
- Coordination across multiple business groups, customer segments and countries
- Execution discipline to deliver the revised corporate planning model in tight timeframes

Benefits Realized

- Streamlined, effective corporate planning process
- Documented and repeatable corporate planning process

Touch helps Fortune 500 leaders solve business problems. We make you better.



Quick Success Fact

Consistent data collection methods and tools simplify the executive alignment process by focusing discussions on content.

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About Touch

Touch helps Fortune 500 leaders solve business problems.

We help global enterprises implement new practices and advance game-changing ideas. Our strategy capabilities encompass four key disciplines: corporate planning, competitive assessments, channel management and business intelligence.

We make you better.