

# CLOUD MIGRATION FIRM SCALES CHANNEL PARTNER SALES WITH SELLERANT MANAGED SERVICES



**WSM International helps businesses migrate, transform, and automate their IT organizations with the goal of architecting solutions that meet each business' unique needs for less cost, in less time, and for better ROI.**

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Ryan Pelerin  
Founder & CEO  
WSM International

## OVERVIEW

WSM was founded in 2003 by Ryan Pelerin as the first, industry-leading Service Integrator focused on cloud transformation and migration services. WSM works mainly through channel partnerships with companies in the technology sector that require specialized expertise in the area of cloud adoption to serve their customers. As a partner to Fortune 500 and 1000 companies, WSM provides cloud consulting and advisory services worldwide.

## CHALLENGE

In 2007, WSM was generating less than \$1m in revenue but had plans for much more aggressive growth. According to Pelerin, "At the time, our sales pipeline development and channel partner program were based on a set of ad hoc processes that could not effectively support growth at scale. We didn't have an effective CRM, lead intake process, or method for optimizing the sales cycle." On the sales delivery side, bringing on new channel partners would mean onboarding a very high volume of end customers. Bottlenecks in the process would have a negative impact on client perception and satisfaction.

## SOLUTION

Pelerin engaged Sellerant's founder to create the framework for WSM's sales process and engage more channel partners. This included implementing a CRM to effectively visualize the pipeline from lead intake to closed won/lost status, making it possible to track and report on trends. On the processes side, Sellerant developed the sales lead intake process, setting up the opportunity flow through the entire sales cycle to make it more efficient. "Productizing the services to make them easily consumable was another key strategy to make it possible to handle deals at volume."

## OUTCOME

Four new channel partners were brought on board during the first year. Being able to serve larger channel partners generating 50-100 leads per month proved critical for WSM's reputation as the industry-leader. The new process was so streamlined that every new customer brought in by a channel partner was contacted by WSM's team by phone or email within an hour of lead intake. As a result of this exceptional responsiveness, one of the world's largest hosting providers dropped all its other migration partners and chose to work exclusively with WSM.

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On the revenue side, WSM’s sales systems and processes were well-established and having a marked impact on sales. Ryan reported, “Growth reached 70% from 2009-2010, another 70% from 2010-2011, and yet another 70% from 2012-2013. Over the three-year time span, sales were up a sustained 200% plus.” As of 2020, the company has continued to grow and thrive.

## KEY BENEFITS

- Solid foundation in place to support and accelerate growth
- Optimization of the entire sales workflow
- Accurate tracking and reporting on activities and trends
- Strong, sustained revenue increase by engaging new partners
- Development of productized and efficient channel program
- Able to handle high volume lead intake, supporting brand reputation

## TAKEAWAY

“The foundation that was put in place back then is what allowed us to scale over time, and these are still things we use today. Without this kind of foundation, you can’t really build anything.” - Ryan Pelerin, Founder & CEO, WSM International