



Strategic Communications Expands Public Sector Business

Upon completing the AWS Partner Transformation Program Powered by Tech Data



About Strategic Communications

Founded in 1994, Strategic Communications is an Information Technology, Cloud, and Audio-Visual consulting firm, headquartered in Louisville, KY. Its core capabilities are focused around AWS and Microsoft Cloud, Cybersecurity, network engineering, and A/V systems. Strategic Communications works with enterprise businesses and government agencies across the United States. To quicken the procurement process for the IT departments of government customers, Strategic Communications holds several contracts including NASA SEWP V, NITAAC CIO CS, Texas DIR, ITES SW2, and NASPO ValuePoint Cloud Purchasing Addendums. In addition to its government contracts, Strategic Communications has been recognized by Best Places to Work in Kentucky and by the Small Business Association as the SBA Minority Business of the Year (Kentucky District).

Tech Data Cloud Practice Builder and the AWS Partner Transformation Program

Tech Data provides a variety of Cloud Practice Builder engagements to help Cloud partners transform and accelerate the growth of their Cloud business. Based on the strength of our partner enablement delivery, AWS has authorized Tech Data to deliver its exclusive AWS Partner Transformation Program Powered by Tech Data (PTP) for Public Sector Partners. PTP is a high-touch, 1:1 consulting engagement designed to drive a partner's evolution into a successful, thriving and independent AWS Cloud Solution Provider.

Strategic Communication's Challenges

Strategic Communications launched their Cloud practice 3 years ago, and while a practice was in place, they found AWS and more specifically the public sector to be more complex than they had anticipated. Even though they had recently progressed from Select to Advanced tier, Strategic Communications needed help developing a formal Cloud execution strategy and Cloud specific marketing plan around their public-sector business. In developing a Cloud specific marketing plan, Strategic Communications was hoping to uncover warm AWS opportunities through lead generation and ultimately increase their AWS resale revenue.

In addition to developing a formal Cloud execution strategy, Strategic Communications was looking for guidance around technical trainings and presales engagements. With 3 new sales reps, solely focused on Cloud and SaaS solutions, it was important to understand which trainings and certifications were most beneficial for these new sales reps and how they could leverage Tech Data resources to fill in the gaps throughout the sales process.

"Tech Data's PTP program helped us become more robust in our offering and gave us confidence to go after larger public sector opportunities. Through the results of the Tech Data PTP program and resources, we were empowered to go after such opportunities", shared Kathy Mills, Strategic Communications CEO.

**Public Sector****Management &
Finance****Sales &
Marketing****Cloud & Platform
Vendor****Services**

Holistic Approach to Cloud Business Transformation

Tech Data PTP Core Domains

How did the Cloud Practice Builder/Partner Transformation Program Help?

Since Strategic Communications was looking to grow its Cloud business in the public-sector space, it was imperative for them to earn their AWS Government Competency and learn which AWS solutions play well for specific verticals. Through PTP, Strategic Communications was not only able to deepen their relationship with their AWS Partner Development Manager (PDM), but they were also able to be introduced and gain relationships with other key players at AWS.

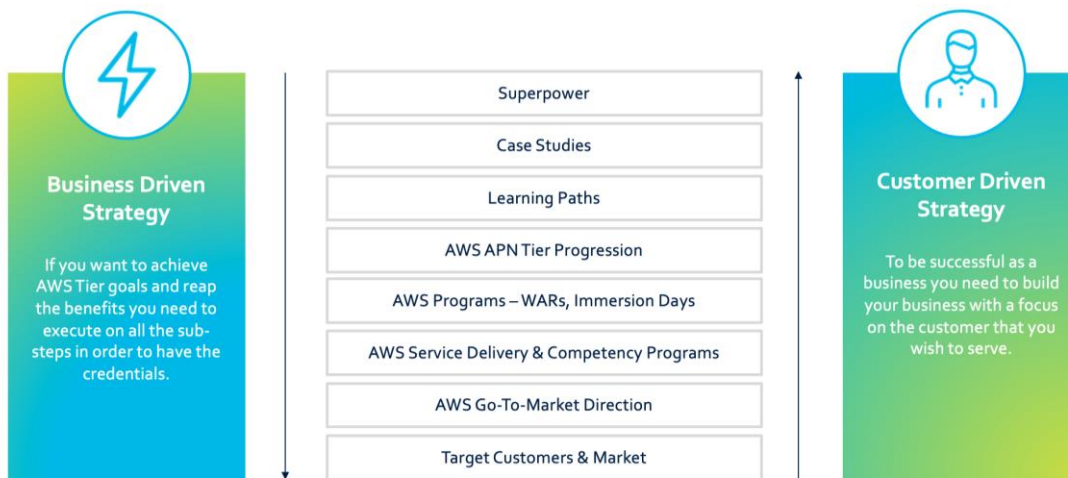
According to Kathy Mills, “One of the key factors with PTP was getting us introduced to certain key players within the AWS organization as extended resources that we did not have access to before. We were able to acquire the AWS Government Competency, which was a big deal for our AWS public sector practice. Not only does possessing the Government Competency mean more margin, but also it means more visibility and credibility within the AWS organization.”

By way of these relationships, they were able to gain a better understanding of which AWS solutions alleviate pain points for specific verticals within the public sector and develop effective public sector focused campaigns. In addition to vertical specific content, Strategic Communications was able to leverage Tech Data marketing programs and execute AWS demand generation campaigns, and develop a Cloud specific marketing strategy. This strategy included executing a number of AWS marketing campaigns centered around states where they have contracts.

“Through the marketing campaigns we launched, we talked to countless end users that we never would have had the opportunity to talk to previously. It has brought more contacts through our marketing funnel which we can nurture and bring into the sales pipeline.” said Kathy Mills.

Throughout the PTP engagement, Strategic Communications worked with Tech Data consultants and Subject Matter Experts (SMEs) to develop an AWS sales training plan, specifically for new hires. In developing this plan, we were able to uncover gaps where they could leverage Tech Data as an extension of their team throughout the sales process.

“One of our more recent AWS wins we landed was a high six figure contract which utilized many Tech Data resources,” explained Kathy Mills, “which we were introduced to through the PTP program. Being able to leverage our in-house technical resources as well as Tech Data’s presales resources was a key differentiator in winning the deal.”



Tech Data's AWS Strategy Alignment Stack

Outstanding Results

Upon completion of PTP, Strategic Communications felt they had gained enough confidence around their AWS practice to pursue larger deals. They felt positive they were focusing on the right solutions for the right public sector verticals, following a technical training plan that best fit their business needs, and understood how to leverage the resources at both Tech Data and AWS during the sales process.

By leveraging their new relationships within AWS and gaining a better understanding of what the expectations were to earn AWS competencies, Strategic Communications was able to earn their AWS Government Competency which incrementally increased margins.

“By gaining an AWS Government Consulting Competency, we can do a better job of branding ourselves to customers, especially government agencies, when responding to requests and proposals requiring AWS solutions and professional services,” says Danny Herron, Business Development Manager at Strategic Communications. Now that they have earned the AWS Government Competency and know what to expect when pursuing other competencies, they are interested in pursuing the Migration Competency next.

Since completing the PTP program, Strategic Communications closed several high figure deals and has grown their AWS Cloud business by over ten times.

“We are now bidding on some of the largest federal opportunities and winning them on AWS,” says Blake Kelly, Cloud Sales Manager at Strategic Communications.

The PTP program has also allowed Strategic Communications to better align its contract vehicles with its marketing messaging, and its marketing campaign engagement rates have increased by 50%. They have partnered with over 30 new cloud-focused Independent Software Vendors (ISV) since completing the program.

Advice to Other Partners

“I would say, communicate and reach out to all available resources, take advantage of those resources Tech Data and AWS provide you. Engage with the PTP team, make it a priority to schedule meetings and proactively engage by asking questions during the meetings. Make sure to define your strategies, put them in place, and then execute on those strategies.” shared Kathy Mills.