

How one telecom tech provider successfully tripled their deals in just 6 months

The founders at IPscape knew they had a great product and service, but they needed a great growth plan to get the business rolling. That's when they decided to partner with align.me®.

IPscape is an Australia-based provider of call centre and customer contact solutions. Since its inception, its single goal has been to help call centres operate in a fast and flexible way, eliminating the normally painful processes associated with managing call centre technology.

With clients in Australia and Europe, IPscape has earned a reputation against industry giants as a start-up that delivers unique, unbeatable solutions to the telecommunications and software market. With a handful of clients interested in its products and ready to engage its services, the company was on the path to rapid growth.

However, a number of internal challenges were keeping the team from being able to grasp their growth opportunities:



Sales & Marketing not aligned



No clear plan to stimulate growth



No time or resources to focus on marketing



Too many overarching priorities

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“We realised that we were ready to pursue an aggressive growth strategy for our business. But we had no idea what to do, or even where to start.”

– **Simon Bourke, CEO**

Despite a clear idea about what they wanted to achieve and the value of their offering, the team lacked the ability to translate their objectives into action. They needed a structured, disciplined approach and a clear, detailed growth plan to tie Sales and Marketing together – and someone with proven success to guide them through the planning process.

The search for a proven plan

Not wanting to be another innovation that never got off the ground, Simon sent an email to a trusted business alumni group, asking for recommendations for help to build a growth plan. Another group member suggested getting in touch with align.me. So, Simon set up a meeting with Director Brett Bonser.

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“Immediately I could see that I had found someone who knew about integrating Sales and Marketing; someone who had lived it, done it, and had the outcome of his labours proven in the market.”

– **Simon Bourke**

Brett recommended Funnel Camp™ (align.me’s facilitated planning workshop) as a way to remedy the lack of synergy between Sales and Marketing teams, and as a basis for developing a tactical plan that would enable the business to put theoretical strategy into practical execution.

In less than 2 days, they had a clear strategy that both teams agreed on, clarity on who to target, and had agreed on which tactics would be most effective. The Funnel Camp also instilled a strong desire in the team to apply structure and discipline to their sales and marketing efforts, outlining processes in a clear-cut plan.

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“The Funnel Camp provided us with a blisteringly clear one-page plan, detailing exactly what needed to be done by both Sales and Marketing.”

– **Simon Bourke**

A bump in the road

After Funnel Camp, the team at IPscape was confident in its ability to execute the new Sales and Marketing plan. However, as a start-up, the business was “bouncing off the walls”, with the team being pulled in many different directions.

They soon realised having an aligned Sales and Marketing team and a plan for growth was one thing. Getting the plan executed was another thing entirely. They didn’t have the time, the capability, or the resources to turn the plan

into reality. Simon knew he needed someone to oversee the execution of their plan, but he didn’t want to be swamped with project managers, or have people running all over them. So, he turned back to align.me.

align.me provided IPscape with an Execution Manager whose job was to ensure that they stayed focused on the top-priority, A-list items in their Plan – the things that they needed to do to keep the doors open for their business.

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“We needed someone to get us back on track; someone who wasn’t tied up working in the business. align.me could offer us a low-touch, unobtrusive way forward”

– **Simon Bourke**



Results

Almost immediately after bringing on an Execution Manager, IPscape began to see their go-to-market come to life and the business benefits boom.

“Phenomenal” Pipeline Growth

In just six-months, IPscape’s pipeline grew from a meagre 17 deals worth under \$1 million, to 51 deals with a total contract value of \$7.5 million.

Industry recognition

Since implementing its new Sales and Marketing plan, IPscape has won several awards, including recognition as a winner on Deloitte’s Technology Fast 50 List, competing against large branded telecommunications and software companies.

Value Growth

In just two and a half years since it started selling, IPscape has built a valuation of around \$8 million, largely due to its sales and marketing success.

Improved Structure

The execution manager brought structure and discipline IPscape’s plan execution, helping the team apply a new level of discipline to their work and ensuring everyone was accountable. The execution manager also helped the team manage the challenges faced by a fast growth start up, and played a significant role in helping them achieve their recent success.

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“Funnel Camp has certainly played a key role in helping us get where we are now. We’re still diligently executing our Funnel Plan, and are looking forward to continued growth.”

- Simon Bourke, CEO