Xertica is the leading Cloud Consulting company in Latin America, enabling the digital transformation of over 3,500 firms in Mexico, Colombia, Peru, Argentina, and Ecuador. The company is the largest Google Cloud Partner in Latin America and provides solutions in GSuite, GCP, Salesforce, and Workplace.

**Project Scope**

**Offsite:** Develop a strategic roadmap to build Xertica’s newly acquired Salesforce-consulting capabilities

- **White Space Analysis:** Opportunities for growth in vertical and functional specializations
- **Competitor Growth Stories:** Deep dive on Growth Strategies adopted by recently acquired vendors
- **Capabilities and Certification Assessment:** Strengths, Synergies and Partner eligibility requirements

**Onsite:** Develop Xertica’s future strategy for Digital Transformation practice, prioritizing products and services

- **Competitor Benchmarking:** Acquisition activity, strategic positioning of Digital Transformation consulting vendors
- **Digital Transformation Trends Research:** Trends and opportunities in digital initiatives in identified industries
- **Customer Research:** Customer interviews validating findings and exploring pressing needs

**Key Findings**

**Digital Transformation is a journey**

- Stages of Digital Transformation in a company:
  - Digital Enablement
  - Business Optimization
  - Innovation / Disruption

**Consulting vendors acquired four key capabilities**

- Capabilities in IT, Data, Customer and Employee experience acquired

[Diagram showing strategic focus with layers: Digital Transformation, Digital Optimization, Customer, Cx, Cx-factor]

**Recommendations**

**Strategy**

- Understand Business, not just technology
- Target multiple projects through various DT stages
- Focus on ‘digital speed’ – leaner, agile, cost effective model to accelerate execution

**Product Offerings**

- Build out portfolio in IT, Data, Employee, Customer X-factor
- Develop digital maturity assessment test
- Continue building out Cx portfolio of products and services

**Skills & Training**

- Integrate capabilities between Google and Salesforce units within Xertica
- Equip sales and delivery teams with deep industry knowledge and tools

**GTM Plan**

- Pursue regional clients across industries
- Build strategic advantage by leveraging existing strengths
- Conduct digital maturity assessments of clients and provide DT roadmap