

Maximizing Expansion through GTM Workshops for Modern Workplace

Enabling FPT Telecom International to be a powerhouse in the Vietnamese Market with Microsoft 365

When Alinea Partners started to assess FPT Telecom International, a key player in Vietnam's dynamic tech industry, known for its diverse digital services in IT solutions, telecommunications, IoT, software development, and digital transformation, we analyzed that they had strengths in security and recommended to start selling Microsoft 365 with Defender, not as a technology but as a business outcome for cyber risk reduction. Alinea Partners was able to identify areas of improvement and guide FPT Telecom International to sell better to both existing and new customers.

Managing Microsoft's GTM Workshops for Modern Workplace, which are conducted worldwide, Alinea Partners devised a strategic solution for FPT Telecom International, which includes an upfront assessment of the portfolio, and an in-depth analysis of their business and portfolio across six fundamental pillars. The approach was designed to land and expand Microsoft 365 in the Vietnam market. We helped tailor their offering as a packaged bundle. This was crafted to effectively resonate with the target audience, including CEOs, IT Managers, and Security Managers.

"Our partnership with FPT Telecom International is significant for us in Vietnam. Our work together allows us to leverage the solidly established brand of the biggest telecommunications in the country and their consultative expertise in security with our exceptional products and services from Microsoft."

– Patrick Koh, Microsoft's Regional Manager GPS, Telecommunications, ASEAN

FPT Telecom International swiftly launched their sales outreach campaign, utilizing the business outcome messaging framework devised by Alinea Partners. We provided specific recommendations for areas where they could expand or grow to attract new customers in the market. They prioritized reaching out to existing customers to introduce the new security bundle, emphasizing its benefits and relevance to their business operations.

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“This collaboration with Alinea Partners allowed us to better understand and leverage our strengths in security. The GTM Program provided invaluable insights, guiding us to optimize our offerings and unlock new avenues for growth. Alinea Partners' expertise have proven instrumental in shaping our success story. A big thank you to Microsoft for bring the program to us and supporting our business.”

– Mr. Chu The Anh, Executive Director of FPT Telecom International

They arranged roundtable discussions to engage with potential clients and demonstrate the value proposition of Microsoft 365 with Defender. In addition to one-on-one meetings, their marketing team organized events and underwent training, enabling them to promptly engage in face-to-face interactions with customers and deliver presentations at events.

“We view our collaboration with FPT Telecom International as a strategic milestone in Vietnam and ASEAN. We thrive on leveraging our expertise to empower companies like them to unlock their full potential in the dynamic tech and telecom industry. Our cooperation signifies a commitment to driving tangible business growth opportunities for our clients.”

– Leahanne Hobson, CEO of Alinea Partners

The first run of proactively implementing the recommendations adopted by FPT Telecom International yielded significant results. Within weeks, they successfully closed four major deals with prominent clients, demonstrating the effectiveness of the sales strategy.

Encouraged by their achievements, FPT Telecom International is now eager to scale up the pilot program in the fiscal year 2024. Motivated by the positive outcomes achieved in 2023, they aim to further expand their market reach and solidify their position as a leading provider of comprehensive technology solutions in Vietnam.