

Driving Enterprise Value Through Clear Revenue Goals

Establishing the Foundations for Rapid Growth

Revenue
↑ \$423M

Challenge

TierPoint needed to rapidly grow and drive a significant bookings uplift, but they were hindered by a **limited capacity** and internal resource capability. Through internal assessment processes, they discovered a critical **lack of a specified growth strategy** and a disconnect in execution. This created potentially **challenging conversations** between the CEO and any potential growth partner tasked with driving their enterprise value.

Opportunity

SBI collaborated closely with TierPoint to conduct assessments and identify opportunities to boost revenue:

1. **Revise and activate the growth strategy** by aligning leadership with a defined plan
2. **Optimize segmentation and coverage** to increase deal size and selling time
3. **Improve commercial productivity** by upskilling GTM talent
4. **Optimize the marketing engine** and create more qualified opportunities

SBI Response

SBI worked with TierPoint to unlock their potential growth. They started with **establishing growth goals** that had defined levers of success, aligning with the needs of the board. A **Revenue Growth Office (RGO)** was then set up to govern the project and drive alignment and accountability throughout all revenue growth initiatives. SBI also helped to **optimize marketing spend** and reallocate resources to **sales enablement**, creating strong demand programs that are critical to driving commercial productivity and revenue capture.

Key Results



\$14M

Incremental Qualified
Pipeline Created



10%

Increase in YoY
Seller Productivity