



## Overview

Denali Advanced Integration, headquartered in Redmond, WA, has been a prominent player in the Information Technology (IT) value-added reselling landscape since its establishment in 1992. As a family-owned and operated enterprise, Denali has steadily cultivated a reputation as a reliable partner for organizations seeking comprehensive IT solutions and services. Central to Denali's success are its strategic alliances with leading technology vendors, including industry giants like Cisco, Dell EMC, HPE, Zebra, Apple, and Samsung. These partnerships ensure access to cutting-edge products and solutions, allowing Denali to deliver top-tier integrated IT solutions to its enterprise clientele.

As an organization built on innovation, Denali could see the seismic shift in the IT landscape, where digital transformation was changing the expectations around process and system automation. As a result, Denali made a pivotal decision in 2022 to embark on a transformative journey aimed at establishing itself as a market leader in automation and digital services.

Under the visionary leadership of its founders, Denali strategically aligned itself with industry trends and emerging technologies. Through strategic collaboration agreements with AWS and Universal Robots, the company signaled its commitment to innovation and adaptability.



IT Value-Added Reseller

## New Product Launch Yields Successful Outcomes

"We needed expertise fast. Motum quickly stepped in with appropriate resources, advanced tools, and processes, enabling us to seamlessly launch a new product line globally. Their strategic approach not only expedited our launch's success but also facilitated flawless integration with our strategic partners and proper enablement for our sales organization. They covered all facets of the journey, enabling us to achieve our goals."

- VP Automation, Justin Long



## Customer Challenge

Denali has a substantial, loyal customer base and a strong reputation among large global enterprises. Nonetheless, they faced the challenge of transitioning their product, marketing, and sales teams from traditional IT networking and mobility offerings to launching new solutions with extended, intricate sales cycles. Additionally, Denali aimed to revamp its brand to incorporate build and integration services for automation solutions, thereby altering its competitive landscape, which now included some big players that had an early foothold in the market.

While Denali's leadership remained loyal to their existing teams, they were not equipped with the resources, processes and tools to execute a comprehensive launch plan and Go-To-Market (GTM) strategy. With the landscape rapidly evolving, there was a pressing need to capture the voice of customer, conduct messaging workshops, craft tailored sales toolkits, update their brand, and build robust sales enablement materials to successfully launch the solution. Despite having a strong pool of leads through their partners and existing customer base, Denali needed to implement effective lead generation and pipeline maturation strategies to achieve their revenue targets.

## Solution

Motum was tasked with helping Denali to program manage the launch in collaboration with partners, gather market intelligence, create compelling messaging, align the pricing strategy, position the brand, build the strategic sales playbook/kit, and train both sales leadership and sales team in value-based techniques.

Motum rebuilt Denali's entire go-to-market structure. Motum conducted a customer workshop, worked with marketing to develop powerful messaging and collateral, while supporting all the launch event creative and design requirements. Motum also conducted a product launch readiness evaluation to confirm solution market fit in preparation for launch within the targeted go-live date.

## Results

Motum's engagement with Denali yielded transformative results, reshaping their go-to-market approach, and equipping them with the tools and processes needed to successfully launch their emerging automation solutions. Through collaborative efforts, Motum guided Denali in program managing the launch alongside partners, gathering crucial market intelligence, and crafting compelling messaging tailored to their target audience. The strategic sales playbook and training provided by Motum empowered Denali's sales leadership and team with value-based techniques, enhancing their ability to effectively engage customers and drive sales. Additionally, Motum's collaboration ensured that the solution was primed for launch within the targeted go-live date, enabling Denali to meet the expectations of their strategic partners and successfully grow pipeline and revenue.



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