

Driving Global Growth & Revenue Acceleration

ABOUT OUR CLIENT

Our client was a US-based AI testing & DevOps collaboration platform. They had just secured series A funding from several leading Venture Capital firms and high-profile net-worth individuals. They had committed to deliver rapid expansion and revenue acceleration globally. When we started working with them, they had a single office in Silicon Valley.

THE PROBLEM

In order to fuel growth, they sought to expand internationally but lacked experience in international markets. They encountered problems with opening offices, hiring staff, complying with local regulations, and understanding the nuances of each market, let alone finding customers that would want to work with them right away.

They wanted rapid, sustainable growth globally. Besides high-profile logos, they wanted a strong reseller network that would deliver high volumes of quality new business and a leadership team that could lead international strategy.

HOW WE ACHIEVED THIS

- We built high-calibre sales, operational and technical teams to support the growth globally split into regional hubs.
- We built specific buyer personas across industry verticals and segments within these verticals.
- Using a buyer-obsessed approach, we enabled the audience to jumpstart conversations with potential clients.
- We did this by identifying and capturing ideal clients and then taking them on a journey using real-time insights and AI-powered tools.
- The aim was to deliver educated and enabled buyers straight into their pipeline.

KEY RESULTS

- In Australia the top 4 banks and all major telco providers became clients. An APJ-focused regional operations hub was also built.
- We grew a large portfolio featuring some of Japan's most iconic brands across telecommunications, financial services, gaming, manufacturing, and software and built a strong reseller network.
- We secured major Chinese banks and technology conglomerates as flagship clients. Within six months, we drove expansion across eight major cities.
- Singapore, Shenzhen, Dubai, and London were built as regional sales and operations hubs. In addition, we acquired significant customer volume resulting in substantial annualised revenue growth.



“The team from Synch are just phenomenal. Literally overnight they enabled us to launch across much of the key markets we wanted to be in globally, simultaneously. They created a strong partner network, delivered significant wins in the market and accelerated our growth beyond all expectations. With a crack leadership team in place our business grew from strength to strength, fuelling our expansion. Synch were definitely key to our meteoric rise and delighted not only our team, but our wider investor group.”

Quote from CEO