

# Cross-Selling Best Practices

*Prepared by PT Multipolar Technology Tbk.*

## Introduction

At PT Multipolar Technology Tbk., we believe cross-selling is not just about increasing revenue—it's about delivering **holistic value** to our clients. By understanding customer needs deeply, we can recommend complementary solutions that enhance efficiency, security, and scalability across their technology landscape.

### 1. Customer-Centric Approach

- **Listen First:** Engage in consultative conversations to uncover pain points and aspirations.
- **Map Needs to Solutions:** Align existing products with complementary offerings (e.g., pairing cloud migration services with cybersecurity solutions).
- **Value Over Volume:** Focus on how additional solutions solve real business challenges, not just on selling more.

### 2. Data-Driven Insights

- **Leverage Analytics:** Use customer purchase history and usage data to identify logical add-ons.
- **Segment Strategically:** Group clients by industry, maturity, and compliance needs to tailor recommendations.
- **Predictive Opportunities:** Apply AI-driven insights to anticipate future requirements (e.g., DR planning after core infrastructure adoption).

### 3. Relationship Building

- **Trusted Advisor Role:** Position account managers as partners in digital transformation.
- **Continuous Engagement:** Regular check-ins, workshops, and enablement sessions to maintain relevance.
- **Feedback Loops:** Gather client input to refine offerings and demonstrate responsiveness.

### 4. Bundling & Packaging

- **Solution Bundles:** Offer integrated packages (e.g., Kubernetes deployment + managed database replication + monitoring).
- **Compliance-Ready Kits:** Tailor bundles for regulated industries like banking and finance.
- **Scalable Options:** Provide modular add-ons that grow with client needs.

### 5. Enablement & Training

- **Internal Playbooks:** Equip sales and technical teams with scenario-driven guides.
- **Client Workshops:** Educate customers on how complementary solutions reduce risk and improve ROI.
- **Success Stories:** Share anonymized case studies to illustrate tangible benefits.

## 6. Governance & Ethics

- **Transparency:** Clearly communicate costs, benefits, and limitations.
- **Compliance Alignment:** Ensure cross-sold solutions meet industry regulations.
- **Long-Term Trust:** Prioritize sustainable relationships over short-term gains.

### Conclusion

Cross-selling at PT Multipolar Technology Tbk. is about **empowering clients with complete, future-ready solutions**. By combining customer-centricity, data insights, and ethical practices, we create partnerships that thrive in the evolving digital economy.

### Example Cross-Selling Cases/Scenarios

#### PT Multipolar Technology Tbk.

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##### Case 1 — Cross-Selling Cloud Security After Infrastructure Deployment (Azure)

**Client:** Mid-sized financial services company

**Initial Purchase:** Azure Virtual Machines + Azure SQL Database for core application hosting

**Cross-Sell Opportunity Identified:** During routine monitoring, our support team noted multiple suspicious login attempts and inconsistent authorization activity.

**Cross-Sell Recommendation:**

- **Azure Security Center (Microsoft Defender for Cloud)** – Unified threat protection
- **Azure Sentinel** – Cloud-native SIEM for real-time security analytics

**Outcome:**

By presenting a risk assessment during a Quarterly Business Review, the account team successfully positioned the need for enhanced security coverage. The client adopted both services, reducing security incident response time by 40% (dummy metric) and increasing cloud security revenue for the account by 25%.

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##### Case 2 — Expanding a Big Data Deployment with Managed Machine Learning (GCP)

**Client:** National retail chain

**Initial Purchase:** BigQuery for sales and inventory analytics

**Cross-Sell Trigger:** Customer wanted deeper insights into consumer behavior but lacked internal data science capability.

**Cross-Sell Recommendation:**

- **Vertex AI** for automated machine learning pipelines
- **Looker Studio** for advanced visualizations and dashboarding

**Outcome:**

PT Multipolar Technology Tbk. demonstrated prototype models using the customer's anonymized data. This consultative approach convinced the customer to extend their analytics ecosystem. The

project led to a 30% increase in data platform consumption and enabled predictive forecasting for their sales operations.

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### **Case 3 — Adding Backup and Disaster Recovery to an Existing Cloud Migration (Azure)**

**Client:** Government institution (Digital Transformation Program)

**Initial Purchase:** Azure Kubernetes Service (AKS) for modernizing legacy applications

**Cross-Sell Trigger:** During post-implementation review, the customer expressed concerns about regulatory compliance for disaster recovery.

**Cross-Sell Recommendation:**

- **Azure Backup** for centralized backup management
- **Azure Site Recovery** for fully orchestrated failover

**Outcome:**

The solutions addressed mandatory compliance requirements and integrated seamlessly with existing AKS deployments. Customer confidence in system reliability improved significantly, leading to a multi-year contract extension for managed cloud services.

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### **Case 4 — Enhancing Cloud Adoption with Observability & Monitoring Tools (GCP)**

**Client:** Logistics and transportation provider

**Initial Purchase:** Google Compute Engine + Cloud Storage for operational applications

**Cross-Sell Trigger:** High latency was reported during peak operational hours.

**Cross-Sell Recommendation:**

- **Cloud Logging & Cloud Monitoring (Ops Suite)** for performance monitoring
- **Cloud Trace** to diagnose latency causes

**Outcome:**

By using monitoring data to pinpoint bottlenecks, PT Multipolar Technology Tbk. helped the client optimize system performance. The customer then subscribed to a monthly managed monitoring service, increasing recurring revenue and strengthening long-term partnership retention.

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### **Case 5 — Adding Identity & Access Management to an Existing Data Platform (Azure)**

**Client:** Large manufacturing company

**Initial Purchase:** Azure Data Lake Storage + Azure Synapse Analytics

**Cross-Sell Trigger:** Customer needed stricter access control due to data-sharing across multiple departments.

**Cross-Sell Recommendation:**

- **Azure Active Directory (Entra ID)** Integration
- **Azure Role-Based Access Control (RBAC)** configuration services

**Outcome:**

The enhanced IAM implementation ensured secure and auditable access. This led to follow-up

projects involving centralized user directory modernization, expanding our footprint in the client's IT governance strategy.

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#### **Case 6 — Scaling Compute Demand with Serverless + Automation Tools (GCP)**

**Client:** E-commerce platform

**Initial Purchase:** Google Kubernetes Engine (GKE) for core application workloads

**Cross-Sell Trigger:** Customer hit scaling challenges due to rapid seasonal spikes.

**Cross-Sell Recommendation:**

- **Cloud Run** for serverless microservices
- **Cloud Pub/Sub** for asynchronous event processing
- **Cloud Build** for CI/CD automation

**Outcome:**

After demonstrating a proof of concept, the customer adopted a hybrid model combining GKE and Cloud Run. Infrastructure costs during non-peak hours dropped by 38% (dummy metric), and deployment cycles became 70% faster.

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#### **Case 7 — Expanding Workspace Deployment with Security & DLP (GCP)**

**Client:** Education sector

**Initial Purchase:** Google Workspace for collaboration

**Cross-Sell Trigger:** Customer experienced data-sharing risks among faculty and students.

**Cross-Sell Recommendation:**

- **Google Workspace Enterprise Security Add-ons**
- **Data Loss Prevention (Cloud DLP)** for sensitive data scanning

**Outcome:**

The implementation reduced accidental data exposure and improved compliance with internal IT policies. The institution later engaged PT Multipolar Technology Tbk. for a full data governance assessment.