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.

Additional Note:

Please contact the necessary PT Multipolar Technology personel for the given Product to assist when performing Cross Selling.

Example Cross-Selling Cases/Scenarios

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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%.

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.

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.

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.

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.

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.

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.