

vPCO INNOVATION CHALLENGE²⁰²⁰

Our first teams are registered!

Dear team,

As VMware's inaugural vPCO Innovation Challenge kicks off the creative juices are flowing! The first team off the mark is 'It's a Working Title' – let's meet them:

Who is in the team?

Team Leader: Dominic Carroll, *Commercial Territory Account Manager*

Team Members:

- Luke Napoli, *Commercial Territory Account Manager*
- Kelly McCaughey, *Territory Manager*
- Natasha Marinakis, *Commercial Territory Account Manager*
- Sarah Hilton-Wood, *Territory Manager Commercial, Southern Region*

How did you choose your team?

Our team is made up of members of the Australian Commercial Territory Manager Team. We often share our experiences with the different opportunities we work on. Some of the team have been in the sales team quite some time and have experienced multiple iterations of tools and processes. Each member of the team has a common goal of streamlining our sales process.

What sparked your idea?

Through sharing our own experiences, we identified an opportunity for more innovation in the way we approach selling to our customers. We have ideas for how processes could be improved to drive a notable change in the way we move through the sales cycle, with a broader view of helping the commercial team across APJ.

Why did you enter?

As a team we noticed that parts of the pricing process could be automated to drive greater efficiencies and help us get quotes out quicker to our customers, driving a better customer and partner experience. We decided to participate in the Innovation Challenge with the goal of driving change in some of our processes and increasing automation where possible. This will save a huge number of sales calories across different geographies which will result in increased sales productivity and ultimately more time in front of our customers.

Good luck team 'It's a Working Title! We are looking forward to seeing your ideas come to life.

Spotlight on a winning innovation idea from 2019

Meet **Project Velocity**, the 2019 winners of the Shark Tank – the competition among the Regional Partner Leaders aimed at kick starting innovative ideas to **xxx**.

The idea: Boosting PBM productivity by establishing a regional partner support centre.

The why: The idea was formed in response to the time drain PBM's and PSE's experienced related to administrative tasks. It was estimated that the time spent on secondary admin tasks averaged 80 hours per month for DPM's and 60 hours per month for PBM's.

The Solution: To increase field productivity and partner experience by providing more business hours back to our teams through support of administrative, operational and program needs of the business.

The How: The Velocity Team started with 5 shared service resources based in Bangalore, India to support the ANZ, SEAK and India regions. This allowed the Partner Velocity Team to align with similar initiatives already deployed in Greater China and Japan.

The effects on business: The project is only two months in and already has delivered benefits far beyond its original remit and is on a trajectory to have a much wider impact on the business. Not only has it freed up PBM's to concentrate on their core business it has allowed for proactive management of new partners and extended services for existing partners, all of which drives profitability. You can see more about Project Velocity [here](#) under past communications.

The vPCO Innovation Challenge is about fostering a culture of innovation and creative thinking from the inside out. We hope this snapshot sparks some exciting ideas – register your team today!



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