

Broadcom-Televerde Partnership Generates Over \$171 Million in Sales Pipeline

Our Client

As a global leader in business-critical software, Broadcom focuses on modernizing, optimizing, and safeguarding complex hybrid environments. With a commitment to a strong engineering culture, Broadcom develops a wide range of enterprise software that offers scalability, agility, and security for leading global organizations.

The acquisition of VMware has significantly expanded its offerings, opening new opportunities in both direct and indirect markets. Their portfolio includes market-leading solutions in Infrastructure and Security, such as AIOps, Cyber Security, Value Stream Management, DevOps, Mainframe, and Payment Security.

Key products from their CA Technologies and Symantec portfolios include the Symantec Web Protection Suite, Symantec DLP, Endpoint Security, Clarity, Rally, and Arcot.

The Challenge

Following the acquisition of CA Technologies, Broadcom faced the challenge of recalibrating its approach to channel partners while reinforcing its support framework. The goal was to enhance partnership strategies and communications to enable critical partners to adapt effectively during this transitional phase.

Broadcom recognized the necessity of establishing an open line of communication to resolve emerging partner challenges and clearly outlined the resources needed for success. This process was repeated for the acquisition of Symantec and is in progress for VMware.

The Selection Criteria

Broadcom sought a strategic partner that could seamlessly integrate with its internal teams while embodying its brand approach to partners. They required comprehensive expertise in channel strategies and partner program support, ensuring partners viewed Televerde as a credible extension of Broadcom. Televerde's proven track record of empowering similar-scale enterprises through streamlined partner onboarding and strategic support was invaluable in meeting these selection criteria.

6,025+

Qualified Meetings

49.7%

Conversion to Opportunity

\$171m+

Pipeline

\$87m+

Won

12x

ROI in Year 1 of Partnership

55%

Close Rate

Note: These figures represent data from 2018 to the present.

The Solution

Televerde integrated seamlessly into Broadcom's operations to:



Support direct and channel sales teams



Foster alignment between sales development and account executives



Qualify inbound leads and implement a global lead routing process



Responsible for renewing and growing the renewal revenue



Drive outbound net new into the channel ecosystem and support partners



Establish a Partner Help Desk for local and international support

Televerde agents quickly built strong relationships with Broadcom's account directors, becoming an essential part of Broadcom's partner ecosystem. By combining strategic outreach, empathy, and sales expertise, they strengthened connections and cultivated valuable partnerships, focusing on supporting partner programs to ensure all outreach was timely and relevant.

Building on this foundation, our outreach program plays a crucial role in renewals, which is vital for effective customer onboarding and retention. It is crafted to minimize churn, evaluate customer satisfaction, and discover new contacts and opportunities. By emphasizing onboarding experience management, we enhance customer experience to boost loyalty, increase utilization, and reduce churn. The program enhances brand recognition, improves customer relations, and drives revenue through proactive nurturing, upselling, and cross-selling opportunities, ultimately reducing churn and improving first-year retention.

The Results

The collaboration with Televerde delivered outstanding results, including \$84 million in closed/won revenue. Notably, it generated over \$171 million in the sales pipeline, highlighting the financial impact of this partnership. Broadcom's internal teams gained significantly from increased efficiencies, allowing more resources to focus on core business initiatives. As a result, partners consistently reported satisfaction, appreciating the enhanced support experience aligned with their strategic goals.



"Securing meetings with decision-makers and C-level resources in large corporations is vital for a successful sales team, and Televerde makes it look effortless."

CHIEF TECHNOLOGY OFFICER

About Televerde

With 30 years of experience, we are ready to support you and your customers' success.

Our Story

Founded in 1994, Phoenix-based Televerde is a fully integrated sales and marketing technology organization with a proven execution model for generating demand, accelerating sales, and supporting customer success.

Our People

Televerde believes in second-chance employment and strives to help disempowered individuals find their voice and achieve their potential. Seven of Televerde's ten engagement centers are staffed by incarcerated women, representing 70 percent of the company's 600+ global workforce.

Our Clients

Televerde has successfully assisted the world's leading B2B companies, including SAP, Securus Technologies, and Hexagon, in driving engagement, pipeline, and revenue. We have generated more than \$14 billion in revenue for our clients.

