

# How Broadcom Turned Post-Acquisition Complexity into a Scalable Revenue Engine

A structured operating model that unified fragmented revenue motions across a complex, acquisition-driven business



**Their support enables us to focus internal resources on our core business, with assurance that our partners and customers are being well taken care of.**

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## The Challenge

Broadcom's rapid acquisition strategy didn't just expand its portfolio – it fragmented how revenue moved across the business. Demand generation, partner engagement, and customer lifecycle motions operated across different systems, teams, and expectations.

As complexity scaled, so did the risk: missed opportunities, inconsistent follow-up, and limited visibility across the revenue lifecycle.

As product portfolios expanded across business units and regions, revenue motions evolved accordingly. Sales development, channel partners, and internal stakeholders operated across processes that varied by product and geography. Channel partners required consistent support and enablement to effectively navigate lead follow-up, program structures, and customer engagement.

Renewals and expansion motions—including upsell and cross-sell—also required greater coordination to fully capture value across the existing customer base.

None of these challenges is unusual in large-scale acquisitions. But at Broadcom's growth pace, they required a more connected and scalable approach to revenue operations. They needed a structured operating model to unify how revenue moved—from first touch through renewal and expansion—across teams, partners, and regions.

## Key Results



\$171M+ in Sales Pipeline



\$87M+ Closed/Won Revenue



6,025+ Qualified Meetings



49.7% Meeting-to-Opportunity Conversion



55% Close Rate



12x ROI in Year 1

# The Objective

Broadcom needed a partner that could:

- Create alignment across inbound, outbound, and partner-led motions.
- Establish structure across sales development, account teams, and the partner ecosystem.
- Expand pipeline coverage without adding internal headcount.
- Strengthen retention, upsell, and partner experience through proactive, SLA-driven support and enablement.
- Operate as a seamless extension of Broadcom.
- Not as added capacity, but as a unified extension of Broadcom's revenue operations.

## The Solution

Televerde rebuilt Broadcom's revenue operations as a connected, scalable system spanning inbound demand, partner engagement, and lifecycle expansion.

Rather than adding incremental support, Televerde implemented a structured operating model that scales with each acquisition while maintaining consistency across the revenue lifecycle.

Core capabilities delivered:

- Inbound lead qualification and global lead routing.
- Outbound, partner-led pipeline generation.
- Renewal and expansion (upsell and cross-sell) program support.
- Channel partner enablement and engagement.
- A centralized, SLA-driven Partner Help Desk serving as a global front line for partner support, including lead follow-up guidance, program navigation, and issue resolution.

This wasn't a series of programs; it was a coordinated system connecting demand, partners, and lifecycle execution. This transformation was delivered in four stages, each building on the last to strengthen coordination across the revenue lifecycle.

## Stage 1: Stabilizing Inbound and Lead Routing

Televerde introduced a consistent, global process for qualifying and routing demand across Broadcom's expanding portfolio.

Qualification criteria were standardized across products and regions. Routing logic was centralized and aligned to account ownership, territory, and priority. SLA-driven response times ensured speed and consistency.

This created a strong foundation for pipeline quality and ensured opportunities were consistently captured and routed.

## Stage 2: Creating Structure Across Sales and Handoffs

With inbound processes established, Televerde introduced structured approaches to support coordination across sales development, account teams, and partner touchpoints.

Handoff criteria and qualification thresholds were clearly defined. Ownership was established at each stage of the funnel. Communication expectations were standardized across teams.

This improved consistency and visibility across the funnel while aligning with how Broadcom's teams and partners operated.

## Stage 3: Expanding Pipeline Through the Partner Ecosystem

With a stable foundation in place, Televerde expanded pipeline coverage through targeted engagement within the partner ecosystem.

Outreach focused on identifying net-new opportunities that complemented existing efforts. Engagement was coordinated within the partner network to extend market reach and improve coverage.

This enabled broader pipeline growth without increasing internal headcount, while strengthening partner participation.

## Stage 4: Strengthening Retention and Partner Support

The final stage focused on strengthening renewals, expansion, and partner execution across the revenue lifecycle.

Televerde introduced proactive outreach programs supporting renewals, upsell, and cross-sell opportunities across existing customers. At the center of this effort was a centralized, SLA-driven Partner Help Desk that served as a global front line for partner support.

The Help Desk improved speed to engagement, follow-through, and consistency in partner execution across regions.

Together, these efforts strengthened retention, improved visibility into expansion opportunities, and enhanced execution across the partner ecosystem.

## The Results

Televerde's operating model directly improved pipeline conversion, partner execution, and revenue visibility across the lifecycle.

By connecting demand generation, partner engagement, and lifecycle programs, Broadcom gained a more consistent and predictable approach to revenue generation without increasing internal headcount.

The result was not just more pipeline, but a more predictable and scalable revenue engine aligned to Broadcom's pace of growth.

## Why It Matters

Acquisition-driven growth breaks down when revenue operations remain fragmented. Aligning processes, partners, and revenue motions across newly integrated organizations requires more than integration planning.

Broadcom's approach demonstrates how a structured, connected operating model can bring consistency to that complexity—linking demand generation, partner engagement, and lifecycle growth into a unified system.

When revenue operations are structured as a connected system, growth through acquisition becomes repeatable—not reactive.