

Case study

Tri-party, one voice: How Coterie aligned global giants for partner-led growth



The Challenge

A leading cybersecurity firm and a legacy technology provider had already joined forces. Meanwhile, the cybersecurity firm was also partnering with a major cloud hyperscaler to secure cloud migration efforts.

The next step was to bring all three players together, uniting platform innovation, cloud infrastructure, and cybersecurity expertise to support secure business transformation and enable growth in the AI era.

While the partnership was agreed in principle, each brand brought its own priorities and pace. Still, there was a shared commitment to collaborate and unlock greater value together.

The ambition was to collaborate and create a tri party value proposition that could then be used to educate teams internally and raise awareness with CSO's/CXO's/practitioners/developers and drive opportunity externally.

Coterie stepped in to facilitate this collaboration.

Our Approach



Human factor

Simply getting the three teams in a room and facilitating a conversation led to the culmination of a win with a large public sector account in UK.



External Activation

A podcast (which is part of the cybersecurity leaders five stage series) was broadcast, followed by a round table.



Internal Enablement

A programme was built to educate and enable internal sales teams on the opportunity and provide the why and how for the triparty deals, including a playbook and team enablement videos.

Outcome



Coterie facilitated bringing together the three brands and their teams of senior stakeholders



Collaborating and using Coterie's robust proposition methodology encouraged discussion around the offer, target accounts, and ways of working



Coterie developed the tri party value proposition in a workshop environment using their VP collaboration tool



Coterie proposed that sales enablement material was created to improve the awareness and education of all three teams. They created a playbook, sales deck, and fast facts. They were developed and launched via a networking event and a launch video for each brand communicated via their own internal channels