

NIVID TECHNOLOGIES ALIGNS BUSINESS GOALS AND GO-TO-MARKET WITH KAIROS PULSE



NIVID Technologies, a growing provider of digital infrastructure solutions, wanted to align its sales, marketing, executive, and service teams around common business goals. They also wanted to have clear guidance on “Must Have” and “Good to Have” sales enablement activities for short to medium term.

KAIROS worked with NIVID very closely to understand the current sales and marketing structure, recommended actions to create a corporate brand identity, and created a go-to-market strategy with a 30-60-90 day execution plan that aligned with the goals of executive teams within the company.

Today, NIVID has five offices globally, with a geographic footprint spread across North America, Asia and Europe. The company has also received the prestigious INC 5000 award for the second year in a row. With a stronger online presence and a robust partner network, NIVID is all set to leave a mark in the digital infrastructure solutions space.

The Client

NIVID is a leading solutions provider focused on delivering digital infrastructure, using Software-defined, Cloud-delivered Network & Security platforms. It provides full-cycle digital infrastructure services including strategy, design, implementation, and managed services for technologies such as Wireless Networking, Datacenter, LAN/ WAN, Cloud, Security, and IoT. It also provides professional staff augmentation services to enterprises and service providers.

The Need

- Align overall company objectives with the goals of multiple teams within the company.
- Recommend actions to create Go-to-Market strategy, corporate brand identity, and outreach program.
- Provide an actionable sales enablement and marketing plan with clearly-defined activities for the next 30-60-90 days.

“KAIROS brought together our various functional teams to align around common business goals. This not only pushed us to coordinate our efforts around the same mission, but also helped us strategize better. The outcome was a go-to-market that was more actionable, achievable and set us up for long-term accelerated growth.”

- Kiran Yeddala, CEO, Nivid Technologies

The KAIROS Solution and Methodology

KAIROS conducted one on one discussions with key stakeholders to understand service structure, vision, financial goals, strengths, and weaknesses of the company. KAIROS also audited all available collateral, website messaging, social channels, and sales and marketing technology tools.

KAIROS provided the following solutions to NIVID:



A complete Go-to-Market strategy that surfaced critical alignment gaps, identified core competencies, defined the messaging strategy to build brand credibility, defined solution strategy, and prioritized list of target markets and buyer personas to focus for sales and business development activities.



A simple, yet effective, content strategy plan for inbound marketing and sales enablement.



Actionable recommendations to drive more traffic and engagement on the website and drive leads via inbound methodologies.



Guidance on the technology stack to automate marketing and streamline alignment with sales operations.



A well-defined 30-60-90 days “Must Have” and “Good to Have” sales and marketing plan, aligned with the marketing budget of the company.

The Result



Actionable and well-defined goals, along with a plan, aligned with multiple teams for accelerated growth.

About KAIROS Pulse

From technology marketing to sales enablement, we help you scale.

We accelerate growth of B2B technology companies by aligning their strategies with target market needs, excelling sales effectiveness with engaging content and sales tools, and automating sales and marketing operations. We offer a unique combination of market knowledge, technology depth, creative storytelling, and entrepreneurial attitude. We believe that misalignment is the foundation of broken businesses, and we are on a mission to fix this foundational gap. Agile and result-oriented, we will help you move the needle.

Our Focus

Telecom and Software are in our DNA. Alignment is at the core of everything we do.

We have decades of experience working with technology vendors, telecom carriers, "as-a-service" providers, managed service providers, and enterprises.



Fixed & Wireless Networks

5G, 4G, Private LTE,
Small-Cells, Wi-Fi, Broadband,
SDN, SD-WAN, IP Interconnect,
Enterprise Network Security



Cloud Communications

Unified Communications, SIP
Trunking, WebRTC, CPaaS,
CCaaS, Team Collaboration,
Digital Engagement, Self-Service
Bots, VoLTE/ ViLTE



Software-Driven Automation

IoT, Artificial Intelligence,
Machine Learning, Industrial
Automation, Big Data Analytics

**WE HELP B2B TECHNOLOGY COMPANIES ALIGN
ACCELERATE SCALE THEIR PRODUCT MARKETING
AND SALES ENABLEMENT**

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