

How NEXTDC leverages Altify to build better relationships and grow revenue



NEXTDC's sales organization has been transformed and elevated through the strategic implementation of Altify's core solutions. However, it's not just landing next-level deals and getting to the sale first that proves an effective use case. For NEXTDC, the real proof of Altify's success is its adoption in the field and the fact that through using Altify, NEXTDC landed the largest deal in its history.

INDUSTRY

Data center operator

COMPANY

NEXTDC

Brisbane City, Queensland
Australia

nextdc.com

NEXTDC is an exciting ASX 100-listed technology company enabling business transformation through innovative data center outsourcing solutions, connectivity services and infrastructure management software.

NEXTDC needed to enhance collaboration around the data gathered in their CRM.

Deal Reviews lacked a culture of collaboration

Once Salesforce was deployed within their organization, it was quite clear that it was great for core customer data. However, David quickly realized that sellers were sitting around having deal reviews and structure reviews using Word documents and Excel sheets and trying to get org charts brought into PowerPoint. This did not promote strong collaboration.

Altify Opportunity Manager gets NEXTDC talking the same language

NEXTDC knew where they needed to be. Now they just needed that missing puzzle piece to get them there. As it turns out, Altify was that missing piece. One of the key factors influencing their choice in Altify was the native integration into Salesforce. In fact, the solution fits so tightly with Salesforce that many on the team assume that it is simply built in.

Using Altify, NEXTDC was not only able to enhance collaboration: they were able to get the entire sales organization speaking the same language.

Altify Insight Mapping is a game-changer for NEXTDC

Altify's state-of-the-art relationship mapping software has also helped NEXTDC be first in-line when it matters the most. Using Altify Insight Mapping, NEXTDC was able to determine what the customer problems were so that they were able to get into the sales cycle as early as possible. Not only does Altify Insight Mapping enable NEXTDC to map products and services to specific customer pain points, it helps them understand who they know, and who they don't know so that they can better cross that profoundly important relationship gap.

For NEXTDC, Altify's ease of adoption, ability to streamline sales workflow and insight mapping were a game changer.

A native integration with Salesforce made implementing Altify seamless

One of the key factors influencing NEXTDC's choice in Altify was the native integration into Salesforce. In fact, the solution fits so tightly with Salesforce that many on the team assume that it is simply built in.

Beyond the native integration with Salesforce, giving sellers an actionable way to leverage insights from Salesforce without keeping vital insights in disparate Word Docs and spreadsheets, NEXTDC wanted to go all-in on account-based selling.

Many of NEXTDC's leadership came from a background where they did account-based selling, and they wanted that level of discipline in their sales org. Altify included the target account selling methodology they were familiar with and brought that into the modern age.

A nice bonus along with Altify's ability to enhance target account selling? No more circulating spreadsheets and document files. Everything the sales team needed to review accounts and deal reviews and collaborate happened directly within Altify.

"With Altify we were able to land the largest deal in customer history."

— **David Dzienciol**, Chief Customer Officer & Chief Commercial Officer at NEXTDC



Saving time and unlocking revenue potential

A powerful solution like Altify has something for everyone to help simplify selling. However, one of the functionalities that NEXTDC saw the greatest impact from was the Altify Opportunity Manager.

Altify Opportunity Manager allowed NEXTDC to have a common language while streamlining their sales process and getting the entire revenue team behind the deal. This had a massive impact for NEXTDC, helping them land some of their largest deals to date.

NEXTDC has also found Altify solutions build incredible value into the deal. Over the last couple of years at NEXTDC was able to determine that without the tool they're repeating processes and wasting time. Thanks to Altify, they're gaining efficiency and retaining content. For example, they can pull up test-and-improves from a year ago and repeat that process without having to start from scratch. It also helps with continuity. Even when people leave, sellers can pick up where they left off without losing productivity.

It's not just landing next-level deals and getting to the sale first that proves an effective use case. For David, the real proof of Altify's success is its adoption in the field. "With Altify we were able to land the largest deal in customer history. Altify was instrumental from the very beginning of the campaign all the way to the end. Just as tellingly, however, is the fact that the account manager who drove that specific campaign swears by the software. I can't stress how critical that is. As leaders and executives, we can say what we want but when the field uses it and proclaims it, that's when adoption really takes hold."



Altify is the Account Planning AI Cloud helping sales teams grow revenue by planning smarter.

Altify was founded on a core belief: strategic B2B selling puts the customer at the center. We know sales success isn't just about selling something—it's about creating mutual value, which demands a solid plan. Our mission is to shape the next generation of sales leaders. We equip revenue teams with proven methodology, strategy, and technology to foster a customer-first mindset that strengthens relationships and wins more opportunities. Altify is not just software, but rather full-service sales transformation, powered by software. Our expert team helps sales organizations build and scale successful, tailored methodology-backed programs, with wholistic support from sales strategy and training to technical implementation. We ensure long-term customer value, proudly helping the world's best sales teams deliver unparalleled results. See how Altify can transform your revenue operations at altify.com