

Automotive • Industrial machinery

Vietbay Consultants & Trading Company

Vietbay meets targets in first year of partnership with Siemens PLM Software

Product
NX

Business challenges

Expand business focus to include CAD/CAM/CAE solutions

Develop sales and marketing skills

Key to success

Committed leadership team and knowledgeable, determined staff

Well-defined business process objectives using the SMART methodology

Experience and reputation of the Vietbay team

Shift to solution selling approach

Support from Siemens PLM Software

Results

Enhanced knowledge and better planning, selling and marketing skills

Exceeded sales quota in the first year of the partnership

Won recognition for performance

Clearly defined objectives and improved marketing and sales skills are formula for success

Vietbay Consultants & Trading Company (Vietbay) was founded in Vietnam in 2004 to provide information technology (IT) solutions and services to the local market. The company initially offered a wide variety of solutions including office automation, computer networking, graphics and security. Vietbay expanded its portfolio to include computer-aided design, engineering and manufacturing (CAD/CAM/CAE) solutions in 2014, when the company became a Siemens PLM Software Channel Sales partner, selling and supporting NX™ software.

Vietbay has enjoyed continuous growth in the first decade of business, and is firmly established in Hanoi and other markets in northern Vietnam. With a staff of 18 employees, the company is currently expanding its operations to Ho Chi Minh City and southern parts of the country.

Partnering with Siemens PLM Software

Vietbay's decision to add Siemens PLM Software solutions was based on market demand, Siemens' strong brand recognition, superior technology and quality products, as well as a strong partner program that helped Vietbay to grow its business quickly. "Siemens is known around the world for its technology innovation, and the Siemens brand in Vietnam is no exception," says Lan Dam Thi Hong, director of Vietbay. "Its brand is strong and that has helped us further penetrate our local market."



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Lan Dam Thi Hong
Director
Vietbay Consultants & Trading
Company

Vietbay affirmed its commitment to the partnership by quickly building up a dedicated team for selling and supporting Siemens PLM Software solutions. The company then devised key strategies to develop the business. “First, we changed our approach from product sales to solution sales and this set our go-to-market direction,” says Lan.

Leveraging assistance from Siemens PLM Software

Vietbay took advantage of the training available through the partnership to enhance its planning, selling and marketing skills. “Over the last year, our team has learned many valuable lessons as a result of our partnership with the Siemens team,” says Lan.

With assistance from Siemens PLM Software, Vietbay defined strategies to develop the CAD/CAM/CAE and Siemens PLM-specific piece of the business. “We shifted our product selling approach to a solution selling approach,” Lan explains. “This meant that our sales representatives were more consultative in their engagements rather than only focusing on point solutions.”

Improving sales skills

After consulting with Siemens PLM Software, Vietbay defined many SMART

(Specific, Measurable, Attainable, Realistic and Timely) objectives for each stage and activity in the business process, and outlined actions that would help achieve the goals. The SMART methodology helps Vietbay to have a very clear and detailed plan, and helps the company measure the results of each milestone.

“To meet our targets in the first year, we also focused on sales and marketing activities to improve our team’s skills to better handle customers’ situations and develop clear objectives for each stage of the selling process,” says Lan. The company hosted a PLM-focused seminar, initiated its own direct marketing campaign, and invested in advertising with guidance and market development funds from Siemens PLM Software.

Providing services to customers

In the selling process, with support from Siemens PLM Software, Vietbay provides many pre-sales services to prove to customers the value of its solutions. The company works with customers’ CAD and CAM engineers to define specific requirements of the software. Through demonstrations, Vietbay communicates in detail the functions and benefits of NX to the customer’s engineering team, emphasizing the advantages of integrated solutions by using NX CAD, CAM, CAE and Teamcenter® software.

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Solutions/Services

NX

www.siemens.com/nx

Customer's primary business

Vietbay Consultants & Trading Company Ltd. specializes in software distribution and related IT professional services and is one of the leading suppliers of office application software and CAD/CAM/CAE solutions throughout Vietnam. www.vietbay.com.vn

Location

Hanoi
Vietnam

"Siemens and Vietbay work as a team to bring good solutions and services to customers, and we grow profitably together."

Lan Dam Thi Hong
Director
Vietbay Consultants & Trading Company

Vietbay also does comparisons and testing to highlight differences among CAD solutions and prove the superior performance and higher returns on investment from Siemens PLM Software solutions. In addition, Vietbay provides training courses and free onsite technical support.

Early success wins recognition

At the Siemens PLM Software GO! Conference 2015, Vietbay received the Asia Pacific New Constructor's Champion award, which honors partners that exceed their growth targets within the first year of becoming a Siemens partner.

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