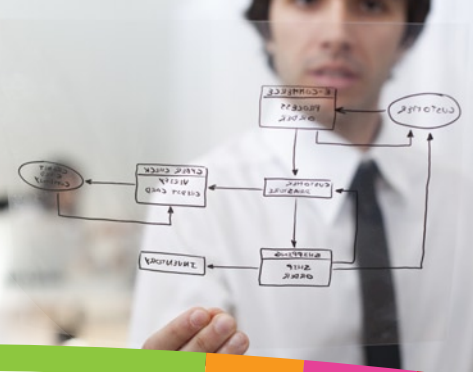




# Positive Momentum

energy engagement edge



## Case Study

Professional Services Consultancy

### Who's the client?

COLT operates a 13-country, 25,000km network that includes metropolitan area networks in 34 major European cities with direct fibre connections into 16,000 buildings and 19 COLT data centres. They provide major organisations, midsize businesses and wholesale customers with a powerful resource that combines network and IT infrastructure with expertise in IT managed services, networking and communication solutions.

### What did the client need?

COLT is making significant progress in its strategy of developing a services and solutions based relationship with its major clients. This includes the development of an array of innovative services that can establish COLT as a strategic partner with its clients IT and communications infrastructure. Genuinely delivering this nature of relationship requires the coordinated engagement of a team of highly effective professional services professionals who can deliver both pre and post sale consultancy solutions, many of which can be income generative for an organisation like COLT.

### How did it work?

Acting initially as the part-time and interim head of this function, our Senior Positive Momentum Partner, using his highly respected executional track record in this area, first worked to establish the genuine status of the businesses ability and reputation for delivery in this area, then to understand the specific needs of both internal and external stakeholders and finally to re-establish and renew a highly performing professional services team across all of COLT's markets.

### What did Positive Momentum do?

- 1 Quickly took over the reigns of the organisation
- 2 Consulted widely across the organisation
- 3 Developed a pragmatic and differentiated Professional Services Strategy company wide
- 4 Won cross-functional buy-in and support for a new approach
- 5 Sought and recruited new permanent team head
- 6 Undertook detailed assessment of all team members and one-to-one coaching with each and recommendations for future development

### What were the results?

Professional Services is now recognised in COLT as utterly fundamental to the businesses future strategic success and is regarded very positively by the functions with whom they must partner on a daily basis. Additionally, the function now generates its own income stream and is credited with many recent account wins and developments, particularly in the new service arena.



### What does the client say about Positive Momentum?

As a result of Positive Momentum's proactive approach; our approach to the market has changed and now much better reflects both our strategy and the needs of our customers. Positive Momentum have a talent for getting buy-in and understanding business needs.

Detlef Spang

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## No nonsense business expertise.

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