



IT SERVICES & DIGITAL TRANSFORMATION

# 20x return on investment in the first year!

### ABOUT VIVICTA:

Vivicta provides digital solutions to accelerate customers' transformation with 7,000+ experts globally driving end-to-end excellence across Data, Automation & AI, Cloud & Infrastructure, ERP & Applications, and Digital Security.

### COMPANY SIZE:

5,001-10,000 employees.

### INDUSTRY:

IT Services and IT Consulting.

### SBR SERVICES:

Sales Transformation, Sales Enablement, Sales Performance, and Revenue Growth Strategy.

## The issue Vivicta were having

### Transforming siloed technical teams into revenue generators

Vivicta faced a 2-5% yearly revenue decline, despite operating in a growing market. With over 200 security professionals with deep technical capability, they struggled to translate this expertise into commercial success. After an acquisition from Agilitas, they were set ambitious targets of €8.5M in net new annual revenue across Nordic & Central European teams. They recognised that they needed a structured, data-driven uplift. They sought a partner with proven experience in enabling technical teams that could assess natural commercial aptitude rather than force participation, and who would deliver practical, immediately applicable tools rather than theoretical sales training.

## The 20x return on investment

### Quantified commercial impact

SBR enabled €4.7M in new revenue within the same fiscal year, with over €70M in new pipeline created for the following year. The ROI exceeded 20x within the first year: these results were delivered from a baseline of no leads, opportunities, or revenue from the technical team. Vivicta also saw faster deal velocity, retention risk reduction, and improved internal collaboration between the technical and sales teams. These results created the business case for Vivicta to expand the programme into a broader commercial capability transformation.

**€4.7 million**

New revenue created in one year

**€70 million**

Pipeline generated from a standing start

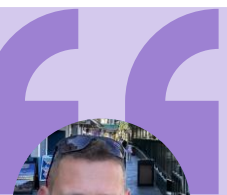
**300 opportunities & 650 leads**

Generated in the first 6 months

## From strategy to execution

### Customer engagement growth programme

SBR's revenue growth programme focused on high-purpose customer engagement rather than traditional sales techniques, using SBR's ICV questioning framework (Issue, Consequence, Value), stakeholder alignment, and value articulation. Each sprint required participants to apply techniques in real customer meetings within two weeks, ensuring immediate behavioural change. In parallel, manager enablement ensured accountability and sustainability, recognising that without managerial reinforcement "not much is going to happen" (Manager's Briefing). SBR adapted timelines and methods when survey participation dipped, maintaining momentum without forcing compliance. Cultural framing was critical: technical experts were not being asked to "become salespeople" but to regain customer proximity and contribute to growth.



"From March to September... we generated over 300 qualified opportunities from zero, 650 leads, and €4.7 million euros in revenue... and we now we have a pipeline of around €70M for next year.

The first thing that comes to mind when I think about SBR is their personal approach. That's partnership."

This resulted in €4.7 million euros for the company.



**Vojtěch Grygera**

Director & Head of Multicloud Managed Services