# Design and Implementation of the Customer Success Unit

> *Julio Tomé is an accomplished executive with more than 20 years of experience in sales and senior leadership. He currently serves as Vice President of Sales & Marketing at H&CO Technologies, where he leads regional sales and marketing strategies for Florida and Latin America. Previously, Julio was General Manager and co-founder of Empresas Inxap, where he played a pivotal role in developing and implementing digital transformation solutions for midsize companies in Argentina and Chile. His strong track record includes extensive experience implementing SAP Business One, along with key roles in sales and commercial leadership. Julio holds a Telecommunications Engineering degree from Instituto Superior Politécnico José Antonio Echevarría de Cuba and has built a distinguished career in technology consulting and business development.*

## Background

Today, being an SAP Value Added Reseller brings significant challenges in the competitive, mature ERP market, where low barriers to entry for new competitors, the need for heavy marketing investment, and a shortage of qualified talent constrain growth and profitability. Internally, we also faced pressing operational management improvement needs. This context created an urgent imperative: strengthen competitiveness and protect the existing customer base with a value proposition that complements a mature, undifferentiated product and treats customers as the company’s core asset.

## Solution

We rethought and relaunched our installed-base management unit around Customer Success principles, tailored to an ERP sales and software consulting services business. The unit’s mission is to ensure customers capture maximum business value from our technology services and products — closely aligning our solution capabilities with their business needs while delivering a customer experience that outperforms the competition.

Aligning our offering with customers' business-management technology needs and drivi

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