BÁRD

Amplifying operational impact with the specialist GTM cloud division of a global tech giant

Case study

2026

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Executive summary

Our client's Go-To-Market (GTM) team within their cloud division is the strategic engine responsible for showcasing the transformative value that this global technology giant brings to its cloud customers. By orchestrating major event presences, streamlining customer advocacy workflows, and driving multi-channel thought leadership, the GTM team bridges the critical gap between strategic vision and operational reality.

Operating under the strategic oversight of our client's leadership, Bárd served as the execution partner for the team: managing workflows, producing content at scale, and coordinating complex event logistics to amplify the specialist cloud division's value in the market.

The Challenge

Our client consistently delivers world-class cloud transformations, but capturing and communicating this value at scale across a large global organization presented several distinct challenges:

- **Market & internal visibility:** In a highly competitive cloud landscape, the cloud transformation needed to stand out not just as an implementation arm, but as a strategic business transformation partner.
- **Content scaling bottlenecks:** The GTM team urgently needed a centralized, easily accessible repository of outcome-driven customer stories for sales teams to effectively pitch consulting services and attach them to larger deals. Internal bandwidth to source, write, and vet these assets at the required volume simply wasn't there.
- **Complex event execution**: Orchestrating our client's presence at large-scale flagship events requires meticulous project management and logistical coordination that can easily consume a strategic leader's entire capacity.
- **Siloed teams and silent delivery:** Transformative engagements were happening globally, but the narratives were fragmented. The team needed a unified process to capture these stories and an omnichannel strategy to reach both internal stakeholders and external enterprise decision-makers.
- **Fragmented digital presence:** Maintaining a continuous, high-quality content programme across the blog and social media channels required a dedicated editorial resource to translate technical wins into compelling market narratives.

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The Solutions

To address these challenges, the GTM core team brought in Bárd's extended workforce teams to execute a comprehensive, multi-channel strategy centered around high-impact events, internal sales enablement, and ongoing digital engagement.

1. Driving the Customer Story engine via AI and a single source of truth

To directly empower the global sales organisation, Bárd's extended workforce was tasked with designing an end-to-end customer story workflow, then running and managing it day-to-day. This initiative transformed how customer successes are captured, vetted, and distributed.

To accelerate story production at scale, Bárd's extended workforce collaborated in designing and implemented an AI-assisted workflow that supported the customer story lifecycle. Large volumes of source material, including customer interviews, internal documentation, project artefacts, and account notes, were rapidly summarised and synthesised using AI, significantly reducing research and drafting time. AI agents were also used to support workflow orchestration, helping identify gaps, surface relevant information, and streamline the process from intake to publication. (All outputs remained subject to human review, editorial oversight, and quality control, ensuring accuracy, consistency, and alignment with organizational standards.)

Value add: Bárd managed the full pipeline of capturing, drafting, and navigating the vetting process for global customer successes across the cloud delivery team. By centralizing these assets in the internal portal, the team established a single source of truth, bringing vetted proof points, quality control, and supporting materials into one searchable location. This gave sellers access to trusted resources, making it significantly easier to sell cloud consulting services and apply evidence with confidence.

2. Showcasing excellence at a flagship Annual Conference

Our client's flagship annual conference is the premier platform for showcasing innovation across the cloud transformation team and the broader technology ecosystem. The GTM organisation set the overarching strategy and led stakeholder alignment, while Bárd handled the detailed planning, coordination, and on-the-ground management of the specialist cloud division's presence at the event.

Value add: Bárd took on the heavy lifting of project management, session tracking, and logistical coordination. This freed the GTM lead to focus on executive engagements and high-level conversations, ensuring a strong event presence that translated complex technical deployments into tangible business value for attendees.

3. Executive engagement via C'-Suite interviews

One of the most powerful ways to demonstrate real-world impact is to let customers tell the story themselves. Our client commissioned a series of in-depth video interviews with C-suite executives from

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their most successful customer engagements: 45-minute conversations that were post-produced into high-quality, shareable assets for use across sales, marketing, and executive engagement channels.

Value add: Bárd owned this programme end-to-end, working closely with internal account teams to identify and develop the strongest customer stories, managing a robust RFP process to select and onboard production vendors, coordinating with customer stakeholders to secure participation, and leading the interviews themselves. Post-production through an agency and final delivery was managed by Bárd, ensuring each video met the high production standard required for C-suite and external audiences. The result was a library of compelling, credible content that put real customer voices at the centre of the cloud division's go-to-market story, accelerating trust and shortening deal cycles at the executive level.

4. Amplification via blogs and social media

A successful GTM strategy requires a continuous market presence that extends well beyond flagship events. Bárd operated as the GTM team's dedicated editorial and amplification resource.

Value add: Bárd produced regular customer stories, technical deep-dives, and success highlights for our client's blog, alongside targeted social media copy. This consistent output kept the specialist cloud division visible and relevant in the market, ensuring its customer success stories reached a broader audience of industry leaders, prospective clients, and internal peers, establishing the team as a credible thought leader in cloud transformation.

5. Visual storytelling via graphic design & illustration

Compelling content needs compelling visuals. Across the cloud consulting division, Bárd's dedicated graphic designer and illustrator worked as a creative partner to the GTM team, translating complex ideas into polished, on-brand visuals.

Value add: Bárd's designer supported the full spectrum of our client's visual needs, from leadership presentation decks and external client documents to conference materials and event collateral. By bringing a consistent, high-quality visual standard across all outputs, this resource ensured the cloud transformation team's work made a strong impression at every touchpoint, whether at the leadership table, at industry events, or in external-facing materials.

The Results

The partnership between our client's leadership and Bárd's dedicated team delivered measurable, high-impact results across the consulting organisation.

Significant sales enablement output: Through a streamlined workflow, Bárd drafted, processed, and published hundreds of customer stories for internal and external use. These assets have meaningfully expanded the unit's library of market proof points and are now actively used for both sales enablement

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and external marketing campaigns, providing undeniable proof of the cloud transformation team's impact.

Measurable event ROI: Bárd's logistical programme management at our client's flagship annual conference directly contributed to a successful event presence that drove brand awareness, generated high-quality leads, and accelerated pipeline velocity for consulting engagements.

Freed strategic bandwidth: By taking on the operational heavy lifting, Bárd allowed the GTM lead to focus on stakeholder alignment, cross-functional collaboration, and long-term GTM strategy, effectively multiplying the total output of the GTM function.

Stronger cross-functional synergy: By building centralised workflows and maintaining regular GTM core team cadences, the team broke down silos between delivery, marketing, and sales, creating a more unified front that drives the cloud transformation team's global growth.

Elevated visual presence: With a dedicated designer embedded across the unit, our client raised the quality bar on all visual communications, from internal leadership decks to conference-ready materials, ensuring a consistent and professional brand impression across every audience.

For a global tech giant operating at the scale and pace of our client, the gap between strategic ambition and operational delivery is one of the hardest challenges to close. The GTM function had the vision, the relationships, and the mandate—what it needed was a trusted partner that could turn that vision into consistent, high-quality execution without adding friction or management overhead.

That's precisely what Bárd delivered. By embedding an extended workforce that thinks and operates like an extension of the internal team, Bárd enabled this multinational technology leader to move faster, tell its story more effectively, and show up with greater impact, at flagship events, in sales conversations, in the C-suite, and across digital channels.

The results speak to something broader than task completion. The difference between a vendor and a true partner is investment, in understanding the work, the team, and what actually moves the needle. Bárd's extended workforce model gave our client's GTM team the capacity to operate at its best, and that is a competitive advantage in its own right.

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USA
5432 Geary Blvd,
Unit #548,
San Francisco
CA 94121
USA

Ireland
Unit 2A
Ballingeary
Co. Cork
Ireland