



SAP

Partner Success Story with ISSI

# Engine Brasil

## Ensuring Strategic Alignment and Customer Success

“

Through the workshop conducted by ISSI we gained a in-depth understanding of our maturity stage in implementing a robust and effective Customer Success practice. Our strategic alignment, business plan, and deliverables will be efficiently synchronized, allowing us to achieve our goals more effectively.”

Fábio Barnes  
CEO of Engine Brasil



# Discover how Engine is developing their Customer Success Journey

Engine Brasil, an SAP partner based in Brasil, is a consultancy specializing in digital transformation and advisory services, dedicated to guiding companies in overcoming business management challenges. The company stands out by adding value to SAP solutions, meeting a constant demand for specific management solutions.

With an executive team focused on customer success, Engine Brasil faced the challenge of establishing a fully integrated customer journey. The need was for a methodology that supported not only the customer value journey process but also the integration of this culture within all areas of the company.

Engine Brasil was committed to creating a clear and documented Customer Success process. However, it needed methodological and structured support to evaluate its appropriate methodologies and tools.

SAP's recommendation for Engine Brasil to get to know ISSI was crucial in formalizing the tripartite partnership. The collaboration between SAP, ISSI, and Engine aims to elevate the standards of strategic and tactical consultancy in transforming customer success in cloud environments. ISSI, an SAP approved third party provider, was identified as a partner with significant cloud expertise capable of providing valuable and actionable insights to support this initiative.



**Engine Brasil** understands the need to anticipate customer demands, with proactivity being an essential element in cloud customer management to achieve established goals and elevate its customers' experience. In today's market, many companies face challenges in transitioning to a proactive Customer Success model due to limitations in processes, tools, and skills..

[About Engine](#)



**ISSI** works closely with Engine's executive team to develop a robust process that facilitates the successful introduction of customer-centric cloud services. ISSI's proactive approach is based on agile methodologies and market best practices supported by academic studies highlighting the importance of effective Customer Success management.

[About ISSI](#)

## The collaborative achievements

The initial recommendations provided by ISSI to Engine Brasil following the first workshop, the Customer Success Practice Assessment, outline the essential steps for creating a robust and effective Customer Success area:

- Identify strengths and areas for improvement in the structure
- Define processes for delivering customer value
- Incorporate goals and metrics into the business plan starting in 2025
- Keep the team updated with Customer Success enablements
- Conduct regular reviews of Customer Success plans and results

With these recommendations, **Engine Brasil** now has a clear understanding of the essential points and the best practices for an effective Customer Success strategy.



