



We were able to establish a partnership between our ABM marketers and strategic account executives, which elevated the quality of service delivered to high-value accounts.

**Jeff Winter**

*VP Field Marketing*

**\$28M**

In revenue has closed as part of these efforts



## Challenge

SAP needed to **move from reactive to proactive** regarding account-specific efforts, address the ongoing issue of **duplicate efforts** throughout the field marketing organization and **develop deeper, more sustainable engagement with top customers**.



## Solution

The team **established a formal ABM approach** to support 55 accounts. Their field marketers were trained to establish a common foundational understanding, lexicon and approach for best-in-class ABM. Marketing and sales collaborated to set SMART goals to ensure programs and tactics would be developed to tie to what sales and customers need.



## Result

**1,200** new contact names have been added to the database. **\$27M** in new sales opportunities has been created. **\$57M** of pipeline progressed. **The results within SAP North America** generated interest in establishing ABM programs in other SAP global markets.