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What we've enjoyed most about working with SiriusDecisions is that the partnership has given us the opportunity to take a step back and evaluate our customer marketing journey to make sure we are not only progressing the right way, but also heading toward the right goal.

David Coates

Director, Customer Marketing



Challenge

Iron Mountain sought to **merge disparate customer engagement functions under one umbrella**, allowing for a more strategic approach to meeting the needs of customer segments.



Solution

Iron Mountain used the **SiriusDecisions Customer Marketing Maturity Model** to guide thinking on functional design and development. SiriusDecisions also provided guidance on technology considerations and metrics to measure success and business value.



Result

- Improved measures of internal effectiveness
- Mapped a plan of execution