



SiriusDecisions helped define a continuous customer engagement journey and drive a digital marketing transformation with our critical partners.

Former Vice President, Global Indirect Channels



Challenge

SAP needed to **shift marketing activities focused on the buyer's journey to post-sale retention activities.** The goal was to **move from beyond a sale** and develop a **lifetime customer** leveraging **strategic partners to help nurture customers digitally.**



Solution

Introduced the **SiriusDecisions Customer Lifecycle Framework** to help map activities to goals, putting SAP's customers in the center of all efforts. A piloted approach was leveraged **to help define a business case for the right metrics to measure success.**



Result

- **Leveraged** pilot program to prove the value and deliver a tighter alignment with partners
- **Synthesized** feedback into actionable intelligence
- **Created** holistic journey map from buyer's journey to post-sale that maps activities that place the customer in the center of all efforts