

# datto

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Working with SiriusDecisions in the CSO engagement, we looked at our entire team and found out how can we get better, how can we be more effective and what resources we need.

**Bryan Hauptman**

*Senior Vice President of Global Sales*

**25% → 85%**

year-over-year change in percentage of sales reps achieving quota



## Challenge

Datto needed to transform **from a product-centric strategy to a more customer-centric strategy**, addressing what customers and what partners were really looking for.



## Solution

Datto and SiriusDecisions worked together to review and improve the sales approach and activities, enabling Datto to **engage customers and partners** and drive growth.



## Result

Significant improvement in the sales organization's ability to focus on customers and partners, **leading to improved retention and growth.**