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The digital channel cannot be just a support channel. It has to be an engagement channel.

**Joseph Puthussery**

*Vice President of Marketing*

**Significant**  
increase in marketing-sourced bookings



### Challenge

Cisco identified the need to **transform its approach to pipeline and revenue generation** to address changing market requirements and **meet buyer expectations**.



### Solution

Cisco used the **SiriusDecisions Delivery Mechanism Management Model** to drive the understanding of digital types, designing the digital organization and aligning the technology stack.



### Result

Operationalizing the digital transformation **resulted in explosive growth in digital engagement**, as well as a significant increase in marketing-sourced bookings and actual revenue ahead of plan for the year.