

SAP Concur

Key Takeaways:

- Get leadership alignment on program approach
- Follow all five stages of the Program Pendulum Framework to ensure alignment to business goals and closed-loop reporting
- Always complete a responsibility assignment matrix to gain agreement across stakeholders

44%

Year-over-year MQL growth



Challenge

SAP Concur needed to **drive net new top-of-funnel volume** to fuel and accelerate aggressive US SMB revenue growth for new business. This required **a better approach to demand creation program planning** based on modern, collaborative practices.



Solution

SAP Concur went through a program mapping exercise and implemented the **SiriusDecisions Program Pendulum Framework and the Demand Creation Program Implementation Process** to plan and build out individual programs in a consistent manner, with clear ownership and focused list segmentation.



Result

SAP Concur has gained greater visibility into the moving parts of a program, making it **easier to identify areas for optimization or termination**. Friction points across teams have been reduced and database management has improved as well.