



Calero revived and established market leadership in a dormant technology solution category to differentiate itself and enable rapid growth.

200%

increase in the volume of won deals sources by marketing



Challenge

After growing via a three-way merger, Calero **lacked unified audience-centric messaging and brand identity**. The company was **perceived by buyers as three separate brands** with a product-centric go-to-market strategy and multiple point solutions.



Solution

Calero embraced a CLM approach and used **SiriusDecisions' Relative Targeting Tool** to determine targets on which to focus to grow the business. The team used the **Buyer Audience Framework** to tie the four products together via cohesive messaging. They also built new branding and messaging by utilizing the **Messaging Nautilus™**. In addition, they engaged SiriusDecisions to help **identify the right agency partner** to develop the new brand design and plan for launching the new brand.



Result

The move to a unified solution approach with the portfolio of offerings positioned within the CLM category, supported by a rebranding effort, has **transformed Calero's relatively flat growth to sustained rapid growth**.