



SiriusDecisions® has helped us with big-picture thinking: What is our market ecosystem? How do we test for readiness? How do we prioritize? How do we assess and find the most impactful implementations for sales and marketing?

Former SVP, Marketing & Sales Enablement

100%
accelerated marketing readiness
and company buy-in



Challenge

- OCCM had grown rapidly through **mergers and acquisitions**
- This required sales and marketing leaders to bring together the teams of several different organizations that historically served the **same client base with different sets of solutions**



Solution

- OCCM turned to SiriusDecisions for guidance on transforming into a dynamic and **customer-focused marketing organization** to maximize marketing's impact as the company continued to expand
- Reviewed **SiriusDecisions models** to align sales and marketing around the essential go-to-market programs



Result

- **Fueled demand creation** in a new way that aligned to the company's unique growth stage
- **Aligned** and expanded customer and product education efforts among the **sales, marketing and product leaders** through ongoing persona research