



Donnelley
Language Solutions

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SiriusDecisions has provided a clarity of focus for our teams, allowing us to be more customer focused in all our efforts.

Christophe Djaouani

SVP and Managing Director

22%

growth in year-over-year revenue



Challenge

With the roles and responsibilities of product management and marketing vaguely defined, product managers tended to **focus on executional rather than strategic activities**, causing efforts to lack customer focus.



Solution

Using the **SiriusDecisions approach to the role of product management**, the team at Donnelley Language Solutions was able to reinvigorate its customer focus and ensure product management and marketing alignment around the customer.



Results

With increased focus on user and buyer needs, product management led the effort to redesign the Donnelley Language Solutions offering, **making it simpler and more responsive to customer needs**.