



SiriusDecisions® provided us [with] a very insightful view of what our customers are doing [and] their customers are doing. It helps us...to really employ and deploy the best practices along all our services.

*Former VP, Global Channel Marketing*

**\$10B**

Increase in market capitalization from \$7B to \$17B.



## Challenge

Dassault Systèmes decided to **innovate its go-to-market strategy** by dividing and conquering the departments within its core industries as well as new industries. However, it realized that in order to reach the enlarged playing field, it needed to “misalign to align.”



## Solution

SiriusDecisions acted as a **sounding board** for Dassault Systèmes so that each department knew how the other departments were operating, which ultimately allowed the organization to **achieve alignment and leverage best practices** across the organization.



## Result

The team broadened its involvement in more than four **new industries**. They also **doubled their deal size** due to increased product value.