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We've benchmarked, comparing not just companies that are in our situation right now, but companies that have done what we intend to do...and that's been so insightful and significant for us.

Peter Rawlinson

Chief Marketing Officer



Challenge

- Move from **tactical business approach to strategic business approach** in the marketing organization
- Elevate company to reach **next phase of revenue targets**
- Transform from a product-centric to customer-centric strategy to **address customer and partner needs**



Solution

- Used **SiriusDecisions benchmarking data and strategies** to compare current and ideal future state against peer set
- Provided support through **SiriusDecisions' Chief Marketing Officer Strategies service** to guide research and field sales activities to better engage customers and partners



Result

- **Maximized business opportunities** for the company
- **Increased engagement** with partners
- **Increased brand recognition** throughout the industry
- Built up **trust** with partners