



Siemens is a leading supplier of systems for power generation, transmission and medical diagnosis.

"SiriusDecisions® is an outstanding partner because this is just what they do...The fact that they've got deep expertise, they've got client success stories across all of these different domains, helps us move more quickly."

Dan Staresinic
VP Corporate
Communications

Best Practices Provide Foundation for Growth and Alignment

Business Issue	Work Accomplished	Results Achieved
<ul style="list-style-type: none">Siemens lacked the sales and marketing best practices necessary to improve its market leadership position in the United States, so it turned to SiriusDecisions to guide its transformation.	<ul style="list-style-type: none">SiriusDecisions worked with Siemens to help the organization better understand the buyer's journey, identify its demand type and develop personas.Siemens also leveraged the SiriusDecisions Demand Waterfall®, which was especially appealing because it wanted to generate revenue at an increasing rate.	<ul style="list-style-type: none">Established shared language around lead generation and revenue performance.Achieved alignment between marketing, sales and communications organizations.