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SiriusDecisions helped us understand that we should use business objectives to drive alignment, and that not every technology will work as planned.

**Peter McRae**

*Director of Marketing Technology*

**100%**

increase in marketing-originated bookings



## Challenge

- Simplify technology infrastructure by **removing redundant systems to support a go-to-market transformation**, and focus on new customer acquisition and ABM initiatives
- Build a skilled cross-functional team to develop a roadmap for digitally focused demand creation, and **recommend ways to simplify the technology infrastructure**



## Solution

- Followed best practices to **diagram the typical buyer's journey for each audience** to address changing behavior and determine where investments were needed to fill technology gaps
- Applied the **SiriusDecisions Technology Alignment Framework** to develop a roadmap to support the new go-to-market strategy



## Result

- Digital programs impacted about half of overall contribution and **reduced cost per lead by 80 percent**
- **Tenfold increase in sourced pipeline** from consolidating chat technologies and process re-engineering on company Web site