



SiriusDecisions is one of those partners that get in the heat of the battle with us. The ability to get as deep as we want – that’s why we enjoy dealing with SiriusDecisions.”

Nick Panayi

Director of Global Brand and Digital Marketing

+100

Net Promoter® score from sales



Challenge

DXC Technology needed to leverage success and learnings from earlier ABM programs for a shift in focus to **increase its win rate among the largest, most strategic deals**. They sought to adjust its marketing approach to identify and engage key individuals within large global businesses and government agencies in a highly customized manner.



Solution

The team launched a global center of excellence as part of DXC Strategic Growth Deal program. They leveraged the **SiriusDecisions Account-Based Marketing Process Framework** to develop a thorough plan for implementation and track progress. Finally, they provided **pursuit-specific marketing plans** with branded themes, customized content, technology-enabled hypertargeting and end-to-end project management.



Result

DXC Technology has realized positive results: Highly customized tactics against best targets are having **2-7x better engagement** than benchmarks and a **>\$1B value of new deals** with pursuit marketing support.