
 General Sessions	
<p>It's Time to Fix What's Broken With Tech in B-to-B: Mapping Categories to Priorities</p>	<p><b>Session Focus:</b> Adopt  <b>Session Priorities:</b> Marketing Infrastructure; Sales Processes and Infrastructure; Product Management Roles, Responsibilities and Structure  <b>Presenters:</b> Gil Canare, Jonathan Tam</p> <p>When it comes to buying technology, it's "easy" to just dive into the thousands of categories that exist in the market. Unfortunately, doing so often results in buyers choosing a solution based on ratings and rankings for bells and whistles that may not actually matter for their business model or needs, or procuring additional technologies for capabilities that already exist within their tech stack. Now is the perfect time for b-to-b leaders to turn the tech buying process around and start by defining requirements based on business priorities before considering what categories of technology solutions can help them meet those requirements. The best part? It's much easier than the old way. This presentation will provide the following benefits:</p> <p><b>For sales, marketing and product:</b></p> <ul style="list-style-type: none"> <li>• Understand how to translate your business needs into business requirements for smart tech buying</li> <li>• Learn how to use business requirements guides to support technology decisions</li> <li>• See examples of how to apply a business requirements approach in the context of key business challenges that organizations face today</li> </ul>
<p>May I Have This Dance: Delivering a Seamless Transition From Buyer to Customer Experience</p>	<p><b>Session Focus:</b> Adopt, Operationalize  <b>Session Priorities:</b> Customer Lifecycle and Retention; Customer Engagement Business Case and Measurement; Sales Processes and Infrastructure  <b>Presenters:</b> Amy Bills, Steve Silver</p> <p>B-to-b organizations spend a great deal of energy tracking, understanding and managing the buyer's journey with the expectation that the buyer-centric approach will lead to a sale. But if they don't apply that same rigor to creating a customer-centric post-sale experience, those same organizations miss opportunities for growth, reduced churn and profit. This presentation will provide the following benefits:</p> <p><b>For sales and marketing:</b></p> <ul style="list-style-type: none"> <li>• Get an overview of the SiriusDecisions Customer Lifecycle Framework and SiriusDecisions Customer Experience Design Framework</li> <li>• Learn about the role of sales and customer success at each stage of the lifecycle: who does what, and why</li> <li>• Understand the business requirements that drive technology decisions to support the transition from prospect to customer</li> </ul>

 General Sessions	
<p>Aligning Account-Based Marketing and Sales Technology Using the Demand Unit Waterfall™</p>	<p><b>Session Focus:</b> Operationalize, Optimize  <b>Session Priorities:</b> ABM Infrastructure; ABM Program Planning and Execution; ABM Measurement; Sales Reporting, Analysis and Intelligence; Sales Processes and Infrastructure; Demand Management Process  <b>Presenters:</b> Matt Senatore, Barbara Rubis</p> <p>The rise of account-based marketing (ABM) and the proliferation of marketing and sales technologies both enables and complicates implementation of the Demand Unit Waterfall™. New options for automated data collection, machine learning and artificial intelligence make selection and deployment of technologies complex and challenging, but also extraordinarily promising for business impact. Organizations need to know their business requirements to identify which sales and marketing technologies can best drive process efficiency, deliver greater insight and align data flows and demand processes for their account-based strategies. This presentation will provide the following benefits:</p> <p><b>For sales and marketing:</b></p> <ul style="list-style-type: none"> <li>• Understand business requirements for marketing and sales technology solutions at each stage of the Demand Unit Waterfall</li> <li>• Identify critical success factors for alignment including data models, processes and service-level agreements</li> <li>• Hear about lessons learned from SiriusDecisions clients that have implemented the Demand Unit Waterfall for account-based sales and marketing.</li> </ul>
<p>Artificial Intelligence for Sales and Marketing: Illuminating the Blind Spots in B-to-B</p>	<p><b>Session Focus:</b> Adopt, Optimize  <b>Session Priorities:</b> Demand Program Design, Planning and Execution; Demand Program Delivery Mechanisms; Demand Management Process; Sales Reporting, Analysis and Intelligence  <b>Presenters:</b> Kerry Cunningham, Dana Therrien</p> <p>As recently as 2015, nearly all commercially available applications of artificial intelligence (AI) in b-to-b involved sourcing and prioritizing prospects. Now capabilities have expanded across the enterprise with solutions built specifically to drive better sales and marketing alignment – but how can these AI solutions make sales and marketing more productive and more effective? There is a clear case for aggressively pursuing the adoption of AI, and in this presentation we'll provide a framework for determining when and how to incorporate AI solutions to accelerate growth. This presentation will provide the following benefits:</p> <p><b>For sales and marketing:</b></p> <ul style="list-style-type: none"> <li>• Understand where to start or how to continue your organization's AI journey</li> <li>• Learn how AI illuminates blind spots in b-to-b marketing and sales planning, execution, and management</li> <li>• See compelling real-world examples of how leading sales and marketing organizations are adopting and benefiting from AI</li> </ul>

**Track Sessions**

<p>Don't Sideswipe Customers Because of Blind Spots: Data Requirements for a Seamless Buyer-to-Customer Experience</p>	<p><b>Session Focus:</b> Operationalize  <b>Session Priorities:</b> Marketing Data Management; Sales Reporting, Analysis and Intelligence  <b>Presenters:</b> John Donlon, Robert Muñoz</p> <p>Once considered two separate paths, the buyer's journey and the customer lifecycle are now inextricably linked, and customers expect a unified experience across both. When customer data is poor quality, overly dispersed or hard to access, it becomes an inhibitor to delivering a positive and consistent customer experience. This presentation will provide the following benefits:</p> <p><b>For sales and marketing:</b></p> <ul style="list-style-type: none"> <li>• Understand which buyer and customer journey processes and technologies are most impacted by data, and learn how to ensure those activities are fueled with accurate and complete information</li> <li>• Determine your organization's proficiency at data-driven customer engagement and how to improve it over time</li> <li>• Discover how sales intelligence can be integrated with insights from other areas of the organization to form a complete view of the target audience</li> </ul>
<p>SiriusLab: Assessing Content Requirements and Technologies for a Transactional Model</p>	<p><b>Session Focus:</b> Adopt, Operationalize  <b>Session Priorities:</b> Strategic Content Planning; Content Management and Technology  <b>Presenters:</b> Phyllis Davidson, Jessie Johnson</p> <p>Today's b-to-b buyer has heightened expectations for digital interactions with companies seeking to win and retain their business. The reality for marketers is that there is no single buyer's journey or linear path to purchase. Content strategy decisions and technology investments must support audience needs and go-to-market strategy, activating a data-driven, buyer-centric content strategy across programs and delivery mechanisms. In this SiriusLab we will provide guidance on assessing alignment between how customers buy your product, your content strategy and the technology required to support it. This session will provide the following benefits:</p> <p><b>For sales and marketing:</b></p> <ul style="list-style-type: none"> <li>• Gain insight into how a transactional model impacts content strategy, management, delivery and measurement</li> <li>• See a process for mapping the buyer's journey for e-commerce offerings and identifying the right mix of content and delivery mechanisms to activate</li> <li>• Learn about the role of technology in complex content planning and operationalization and get a checklist of business requirements for those technologies</li> </ul>

Track Sessions

<p>Technology Requirements for Operationalizing Demand Units</p>	<p><b>Session Focus:</b> Operationalize  <b>Session Priorities:</b> Demand Management Process; ABM Infrastructure; ABM Program Planning and Execution  <b>Presenters:</b> Vicki Brown, Alisa Groocock</p> <p>The new Demand Unit Waterfall™ marks a major evolution in the identification and management of demand. Nearly all elements of demand, including planning, program design, service-level agreements and measurement, are impacted by shifting focus from the identification and progression of individual leads to demand units (potential opportunities). This evolution is a critical inflection point in understanding what needs to be accomplished to operationalize demand units, and the systems and process investments required to support the change. This presentation will provide the following benefits:</p> <p><b>For sales and marketing:</b></p> <ul style="list-style-type: none"> <li>• Learn the steps required to discover, build and track demand units</li> <li>• Understand the process and technology considerations to support these steps</li> <li>• Learn the roles and responsibilities for technology assessment and implementation of the Demand Unit Waterfall</li> </ul>
<p>Account-Based Marketing: The Complete Business Requirements Guide</p>	<p><b>Session Focus:</b> Adopt, Operationalize  <b>Session Priorities:</b> ABM Infrastructure  <b>Presenters:</b> Matt Senatore, Jonathan Tam</p> <p>Successful account-based marketing (ABM) requires organizations to fully understand how business requirements map to technology capabilities. In doing so, organizations need to understand the required and recommended infrastructure that identifies and leverages account and contact insights, enables the ability to customize interactions for the targeted accounts and optimizes sales and marketing alignment. This presentation will provide the following benefits:</p> <p><b>For sales, marketing and product:</b></p> <ul style="list-style-type: none"> <li>• Review the key priorities that account-based marketers must focus on</li> <li>• Understand the business requirements for supporting ABM strategies</li> <li>• See how the ABM Infrastructure Framework can be used to determine and activate the right capabilities</li> </ul>

**Track Sessions**

<p>The Shift to Recurring Revenue: What Sales and Marketing Should Expect From the Tech Stack</p>	<p><b>Session Focus:</b> Operationalize  <b>Session Priorities:</b> Marketing Infrastructure; Marketing Data Management; Sales Reporting, Analysis and Intelligence  <b>Presenters:</b> Jeff Clark, Robert Muñoz</p> <p>Organizations are increasingly moving from traditional perpetual-revenue models to subscription models because they want the benefits of a predictable revenue stream along with the low cost of entry, upgradability and scalability that buyers seek. Reaping those benefits requires changes, both to an organization’s offerings themselves as well as to how those offerings are sold, delivered and serviced. All these new business requirements have ramifications for the organization’s technology stack. This presentation will provide the following benefits:</p> <p><b>For marketing:</b></p> <ul style="list-style-type: none"> <li>• Understand how the need to maintain communications throughout the customer lifecycle creates new business requirements for the marketing technology stack</li> <li>• Learn how recurring revenue models change marketing’s role in delivering superior customer experiences and measuring marketing’s impact on revenue contribution</li> </ul> <p><b>For sales:</b></p> <ul style="list-style-type: none"> <li>• Discover the technical capabilities needed in sales planning and execution to support new requirements in pricing, incentive plans, quota setting, and pipeline and forecast management</li> <li>• Understand business requirements for delivering sales intelligence to support and grow a subscription revenue model</li> </ul>
<p>How to Win When Change Is Constant: Aligning the Customer Engagement Technology Stack</p>	<p><b>Session Focus:</b> Operationalize, Optimize  <b>Session Priorities:</b> Customer Engagement Business Case and Measurement  <b>Presenters:</b> Amy Bills, Jessie Johnson</p> <p>Good news! Customer engagement is high on the list of many organizations’ planned investments, and the technology landscape is evolving as vendors realign their missions to match opportunities. Not-as-good-news: Typical challenges to technology alignment can be exacerbated by rapid evolution, increasing the risk that organizations will be paralyzed by too many options or choose redundant solutions because teams are working in silos. This presentation will provide the following benefits:</p> <p><b>For sales and marketing:</b></p> <ul style="list-style-type: none"> <li>• Understand the current customer engagement technology landscape and trends driving change and innovation</li> <li>• See a summary of the typical business requirements for customer engagement priorities that drive tech investment across sales, marketing and product teams</li> <li>• Learn how to align your organization’s customer engagement tech stack to business requirements that support the needs of all functions involved in the post-sale experience</li> </ul>

Track Sessions

<p>SiriusLab: Assessing Business Requirements and Technologies for Targeted Account Program Planning</p>	<p><b>Session Focus:</b> Adopt, Operationalize  <b>Session Priorities:</b> ABM Program Planning and Execution; ABM Infrastructure  <b>Presenters:</b> Kristin Farwell, Alisa Groockock</p> <p>All too often, account-based marketers have a technology portfolio that is not optimized for the tasks that they need to accomplish, especially when they are planning and executing programs designed for target accounts. If technologies don't meet the needs of the business, this can lead to lack of use, wasted budget and endless frustration. Selecting the right technologies and insights to support planning and execution starts with an articulation of business requirements. This session will provide the following benefits:</p> <p><b>For sales and marketing:</b></p> <ul style="list-style-type: none"> <li>• Get a brief review of the key priorities that account-based marketers must focus on</li> <li>• Learn about business requirements and supporting technology specific to program planning</li> <li>• Understand a process for assessing your current ABM technology stack with respect to program planning business requirements</li> </ul>
<p>Ka-Ching! Building an E-Commerce Tech Stack That Delivers</p>	<p><b>Session Focus:</b> Operationalize  <b>Session Priorities:</b> Marketing Infrastructure; Marketing Execution  <b>Presenters:</b> Cristina De Martini, Barbie Mattie</p> <p>As companies grow, they often venture out of their original comfort zones and begin selling products and services that differ greatly from their legacy products in pricing, volume, deal size and target market. These changes require the organization to adjust the way it supports prospects within the buyer's journey and find a balance between traditional and e-commerce marketing approaches. This presentation will provide the following benefits:</p> <p><b>For sales and marketing:</b></p> <ul style="list-style-type: none"> <li>• Understand differences in the buyer's journey between the e-commerce process framework and the traditional b-to-b sales support process</li> <li>• See the key metrics and technologies required to support the e-commerce process framework</li> <li>• See how an aligned approach to e-commerce technologies can eliminate redundancies and fill capability gaps</li> </ul>

## Track Sessions

### Too Much Data, Not Enough Insight: Building a Channel Data Strategy

**Session Focus:** Adopt, Optimize

**Session Priorities:** Channel Marketing Strategy and Planning; Channel Sales Strategy; Channel Sales Execution

**Presenters:** Maria Chien, Stephanie Sissler

Most channel organizations agree that data is strategic to the business, yet many struggle to manage it well. The key to building, executing and managing an effective channel data strategy is the analysis and reporting of actionable information that drives decisions for channel leaders and their stakeholders. There is a guided approach to building a comprehensive data strategy that delivers the actionable insights necessary to take your channel business from surviving to thriving. This presentation will provide the following benefits:

**For sales, marketing and product:**

- Understand the benefits of improving the acquisition, management and use of channel data
- Learn the primary components of an effective channel data strategy, along with a best practice approach to building and executing one
- See real-world examples of how companies are leveraging their channel data strategies to drive competitive advantage

### Customer Health Scores: A Not-So-Secret Weapon for Account Growth

**Session Focus:** Adopt, Operationalize

**Session Priorities:** Customer Insights and Analytics; Marketing Infrastructure

**Presenters:** Amy Bills, Cristina De Martini

Retention, cross-sell and upsell play a substantial role in an organization's financial health, and as such are top-of-mind for C-level, customer engagement, marketing and sales leaders. Customer health scorecards are typically used to help guide customer success in its quest to improve customer satisfaction and retention. They also can be leveraged by sales and marketing as a not-so-secret weapon to guide installed base campaigns and develop customer advocates. Marketing and sales can make customer health scorecards actionable via technology and process, but they must leverage them in a way that enhances, and does not compromise, the customer experience and the health of the account. This presentation will provide the following benefits:

**For sales and marketing:**

- Get an overview of customer health scorecard methodology
- Learn how health scorecards can be used to support growth, retention and advocate development, including key metrics to consider as indications of likelihood to renew and expand
- See a good/better/best technology overview for how to support customer health scores

Track Sessions

<p>SiriusLab: Assessing Sales and Marketing Content Technology</p>	<p><b>Session Focus:</b> Adopt, Operationalize  <b>Session Priorities:</b> Content Management and Technology; Sales Asset Management  <b>Presenters:</b> Cheri Keith, Peter Ostrow</p> <p>Content is the thread that connects sales and marketing, but all too often that expertly crafted marketing content goes unused because sellers can't find it when they need it. Marketing and sales teams have been quick to adopt technologies that can help with findability, but many struggle to get the end-user adoption they need to see measurable progress. It doesn't have to be this way: By aligning business needs and internal resources to the capabilities offered by these technologies, companies can enhance productivity and get great value from their content. This session will provide the following benefits:</p> <p><b>For sales and marketing:</b></p> <ul style="list-style-type: none"> <li>• Understand how clear business requirements make it easy to decide whether the existing sales and marketing tech stack can support content needs, or if a new technology purchase is warranted</li> <li>• See how an aligned approach to sales and marketing content technologies can eliminate technology redundancies and fill capability gaps</li> <li>• Learn how to use a framework to assess your organization's stack against typical sales and marketing findability business requirements</li> </ul>
<p>Sales and Channel Enablement: The Complete Business Requirements Guide</p>	<p><b>Session Focus:</b> Adopt, Operationalize  <b>Session Priorities:</b> Ongoing Learning and Development; Partner Enablement and Engagement  <b>Presenters:</b> Jacques Begin, Peter Ostrow</p> <p>Sales and channel enablement leaders must architect and deliver a technology stack that drives efficiency while making sales reps and channel partners more effective at hitting their targets. Selecting the right technology for sales and channel enablement shouldn't be a game of "What am I missing?" Rather, looking at enablement through the lens of what business requirements are needed to drive an effective organization clarifies which technologies you need in your stack. This presentation will provide the following benefits:</p> <p><b>For sales, marketing and product:</b></p> <ul style="list-style-type: none"> <li>• Clarify the term "enablement" as it applies to internal sellers and external channel partners</li> <li>• Identify a top-down view of the business requirements that support role-specific enablement</li> <li>• Understand where technology offerings map to the specific needs of your organization</li> </ul>

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