Sirius Decisions Intelligent Growth

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Demand Creation Infrastructure

A Capabilities-Driven View of the Stack That Drives Growth

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Executive Summary

Key issues

- The traditional category-led view of the expanding b-to-b technology landscape has resulted in confusion and frustration for end users and providers alike
- While categories may help group technology providers, they don't help leaders making investment choices identify the best options to meet business goals
- Companies want help matching their goals and needs to technology capabilities regardless of category, so it's easier to maximize investment return

What you will walk away with

- An overview of the complete b-to-b marketing technology stack
- An understanding of how to define technology needs on the basis of priorities
- An example of how one company is deploying technology to reach its goals

Priorities-Based B-to-B Revenue Engine

- Product
- Marketing
- Sales

Product Management

Customer understanding Product portfolio investment decisions Pricing and packaging strategy Product innovation and lifecycle process Agile enablement Roles, responsibilities and structure

Portfolio Marketing

Go-to-market strategy Personas and buyer insights Portfolio messaging and content Bringing offerings to market Sales knowledge transfer Functional design and development

Marketing Executive

Marketing strategy and investment Marketing transformation Marketing impact Organization design and development

ABM strategy, goals and alignment ABM infrastructure ABM program planning and execution ABM measurement ABM team design and skill development

Account-Based Marketing

Content Strategy and Operations

Content management and technology Strategic content planning Content factory Functional design and development

Customer Engagement

Business case and measurement Customer lifecycle and retention Customer advocacy and references Customer insights and analytics Functional design and development

Demand Creation

Demand management process
Demand program design, planning
and execution
Demand program delivery mechanisms
Functional design and development

Sales Executive

Sales strategy
Organizational design and investment
Talent management
Sales execution
Sales productivity

Brand and Communications

Brand experience Corporate communications Corporate messaging and content Employee and executive communications Functional design and development

Sales Enablement

Sales asset management
Talent acquisition support
Sales onboarding
Ongoing learning and development
Sales communications
Functional design and development

Marketing Operations

Marketing reporting and measurement Marketing planning and budgeting Marketing infrastructure Marketing data management Functional design and development

Sales Operations

Sales planning
Sales productivity analysis
Sales processes and infrastructure
Sales reporting, analysis and intelligence
Incentive design and management
Functional design and development

Channel Marketing

Strategy and planning Channel demand creation Partner program design and optimization Partner enablement and engagement Functional design and development

Channel Sales

Channel sales strategy Channel sales profitability Partner recruitment and assessment Channel sales execution

The Sirius Decisions B-to-B Technology and Services Coverage Universe



The SiriusDecisions B-to-B Technology and Services Coverage Universe



The SiriusDecisions B-to-B Technology and Services Coverage Universe



management

Start Here

Find your functional galaxy within the b-to-b universe; this narrows down options and makes finding the right categories faster and easier

Ask

What discipline within marketing has a priority or need that we're looking to support?

The Sirius Decisions Demand Creation Technology and Services Galaxy



area – think of it as your solar system within your functional galaxy

Ask

What priority (or combination of priorities) do we need to support?

Demand Creation



Demand Creation Priorities



Demand Management Process



Demand Program Delivery Mechanisms



Demand Program
Design, Planning and
Execution



Demand Functional Design and Development

Think

Consider what specific priorities or goals you need to support within the discipline area – think of it as narrowing down the right planet within your solar system

Ask

What do we need to be able to do to address our priority?

Tech Needs Become Clear With a Capabilities-Driven View



1. Discipline: Demand Creation



2. Priority:

Demand Program Design, Planning and Execution



3. Capabilities:

- Program planning
- Program execution process
- Offer development
- Program measurement, reporting and dashboards
- MAP implementation
- Program diagnostics
- Resource modeling for demand programs



4. Technology Coverage:





B-to-B Tech Stack Investment Today





About the SiriusDecisions Command Center™

- Went live in July 2017
- **650+** metrics
- 100,000+ historical and seeded responses
- 1,000+ clients have participated
- 7,000+ additional responses have been added
- Resulting in 3MM+ data points



2018 Planned Investment in Demand Creation Technology

12



Percentage of companies that are planning a signficantly (+30%) greater investment than last year

170/0 Web Site Optimization

16% Web Analytics

14% E-Commerce

140/0 Video

14% Social Collaboration



B-to-B Tech Example: Demand Creation

Apptio





Demand Creation Infrastructure

A Capabilities-Driven View of the Stack That Drives Growth

Chris Pick, CMO



@chrismpick

Wednesday, May 9, 2018

Apptio, The Business System of Record for Hybrid IT



Enterprise Software, NASDAQ Listed (APTI)

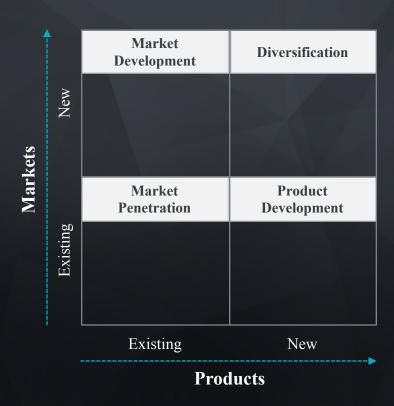
Seattle-based, 900 Global Employees

SaaS Applications & Analytics Platform

Manage \$200B+ in IT Spend

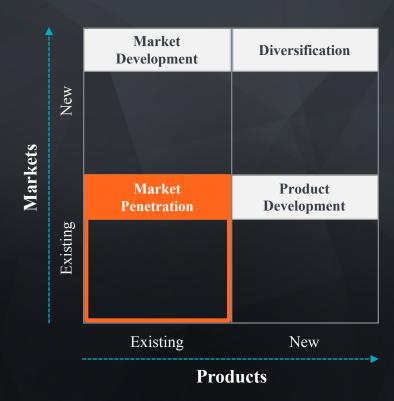


Fueling Growth With Multiple Levers



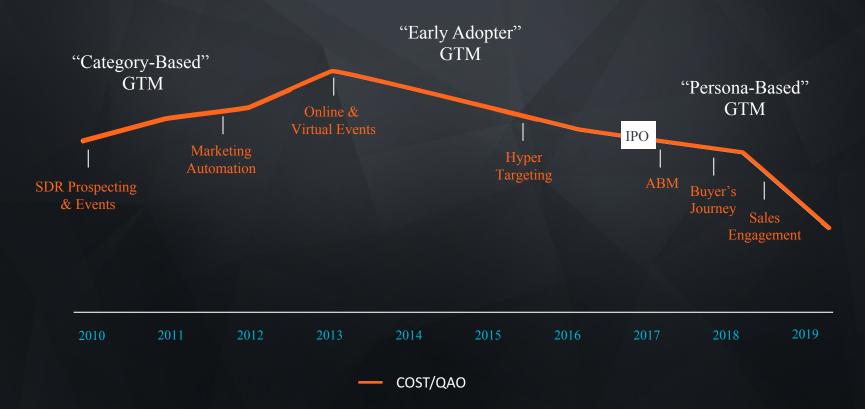


Fueling Growth With Multiple Levers





Capabilities-Driven (Unit) Economics







H1 Office of the CIO Campaign Buyer's Journey for Above the Line Titles April 2018



Activity	Marketing Channels drive systematic, automated outreach to attract buyers to Apptio with relevant "hook" messages.							
"Hook" Themes	Elevate the Value of IT Finance	Build Annual & Multi-Year Budgets	Continuous Financial Management (Forecast + Variance)	Plan IT Project Financials	Align Service Budgets to Business Demand			
Keywords	Strategic Plan, Financial Mgmt, Infra planning, IT Financial software, budget accountability, business alignment	Budgeting, Budget percentage, budget staksholders, Financial Planning, capacity planning, multi-year, build the budget	Rolling forecast, accuracy, financial forecast variance, manage variance, forecast spend, budget padding	Project financials, project planning, project costs, project resource plan, project forecast	Service Budgeting, app & service budget, ITSM strategy, budget service cost			
Theme Content AR-Analyst Report V-Vision Fiell act Sheet P-Poster EB-Exec Brief WP-Whitepaper CS-Case Study 05-Outscheet Existing Fionned Gray	All: Accelerate Digital Strainge Execution by Addisving Planning Agility Agent P: Finance 102: The Commission of the WP: 6 Best Practices for Strategic If Plannes WP: Natling Your IT Financial Plan	CS: CHISTUS Health E-Book: 7 Densily Sins of 17 Budgeting FS: 7 Essentials of 17 Budgeting w/Custemer Stories WSP: Automating of Singslying 17 Flamming (pipdate) WSP: Federal, Build the Budget EB: Defend and Graw Your Budget with your CFO	Blog: Verlance CS: Micron CS: First Citiens CS: First Citiens CS: For Secretful Railing Finematis in Accordance Flow Budget Cycle WP-Budget Cy	18: Flar the full lifecytic of project build and rear casks Blog: 9 Ways to Clean the Build vs. Blue Project Flamming Gap FS: 3 Sups to Bring Financial Overplate In true Project Planning Francial V: PFP Outerview CS: PFP Customer	E8: Pin Service Rinancials Rased on Business Demand 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			
Content Packs (Lookbook)	Strategic IT Finance	IT Budgeting	Farecasting + Variance	Project Financial Planning	Service Demand Planning			
Common			SFMF Video, ATUM poster					

NURTURE INTEREST								
Activity	SDRs conduct structured perso	ma-tailored prospecting & followup with related content, "gives," &	k meeting asks; Marketing Chann	els deliver ongoing education				
Prospecting Kits	Inbound Followup Strategic IT Finance	Inbound Followup Budget, Forecast, Vaniance	Inbound Followup Projects	Inbound Followup Service Demand				
(Outreach)	Outbound Prespecting Strategic IT Finance	Outbound Prespecting Budget, Forecost, Variance	Outbound Prospecting Projects	Outbound Prospecting Service Demand				
Theme Tactics (gives)	WEBINAR: Finance 101 (May TBD)	WEBINAR: 7 beady Sins of IT Budgeting + Forecasting (2/15) WEBINAR: How Micron Eliminated Budget Variance (April 780)	WEBNAR: Project Financial Planning w/Customer (June TBD)	WEBINAR: Service Demand Planning w/Custamer				
Common Tactics (gives)	APPTIO EVENTS: IT Transformation Tour	WEST 2018, Hamburger IT Strategietage, ITFMA, ITFM Week		MAILERS nance 101, ATUM v2, lanning video mailer				
		Outcome: FIRST MEETINGS (SALs)						

Activity	FSRs conduct discovery, map t	o product play, engage ATL/BTL, drive urgi	ncy, address objections; Marketing Chans	nels deliver ongoing education			
Product Play	Product Play New logo: ITFMF Expansion: ITPF Expansion: PFP Expansion: S						
Sequences (Outreach)	ITFMF Post-1 ^{et} Mtg Nurture	ITPF Nurture	PFP Narture	SDP Norture			
Product Content P: ATUM Full (Outreach Snippets; DS: ITFMF Overview Snippet LiveShare)		DS: ITPF Overview Apptio Community Knowledge Base	DS: PFP Overview Apptio Community Knowledge Base	DS: SDP Overview Apptio Community Knowledge Base			
Acceleration Content	EB: Why IT Niveds its Own Planning Tool WPI ITP vs. CPM Teels CS & V: Customer Evidence	E8: Why 17 Needs its Own Planning Tool WP: ITP vs. CPM Tools CS & V: Customer Evidence DS: Better Together CT + ITP	CS: Customer Evidence	CS: Customer Evidence			
Content Packs	ITFMF Objection Handling ITFMF Acceleration	ITPF Objection Handling ITPF Acceleration	PTP Objection Handling PTP Acceleration	SDP Objection Handling SDP Acceleration			
Tactics (gives)	ITFMF Test Drive	ITPF Test Drive	PFP Test Drive	SDP Test Drive			

H1 Office of the CIO Campaign Buyer's Journey for *Below the Line Titles* April 2018

	CT Base Correct above D5: CT Overview D5: IT Benchmarking D5: CT+TTB Better Together	CT Base Content also: DS: CT Overview DS: CTAS & CTBU DS: BellT	
	CT Base Content place CT: Base beautiful	CT Base Content along CS: Bull	







H1 Office of the CIO Campaign Buyer's Journey for Below the Line Title

CHANNEL & INVESTMENT MIX

	CHANNELS CHANNELS								
Channel	PR, AR & Corp Comms		Online		SDR & FSR Prospecting	Virtual Events	Apptio & 3 rd Party Events	Direct Mail	
How do we get in front of prospects?	Earned media mentions & articles by influencers	Organic search results for <u>high-</u> <u>traffic</u> keywords	Paid search advertising on high-relevance keywords	Social network advertising to specific people on LinkedIn and Facebook	Multi-touch education & engagement sequence to specific people	Recruiting of specific people by SDR & FSR	Physical presence & recruiting of specific people by SDR & FSR	Clutter buster physical mailers to specific people	
What do we offer them to engage with?	Relevant news & thought leadership	Blogs, web pages & gated content	Gated content, webinars & events	Gated content, webinars & events	Blogs, gated content, webinars & events	Thought-leading, relevant topics & speakers	Product collateral & demos	Compelling reference & product content	
What martech supports this?	Apptio.com, Buffer	Bizible, Marketo, Lookbook	Google, Bing, Unbounce, Lookbook	LinkedIn, Facebook, Lookbook	Outreach, ZenIQ, Sales Navigator, Lookbook, Seismic	Marketo, Outreach, Lookbook	Marketo, Outreach, Lookbook	Sendoso, Lookbook	



Capabilities - Martech Stack



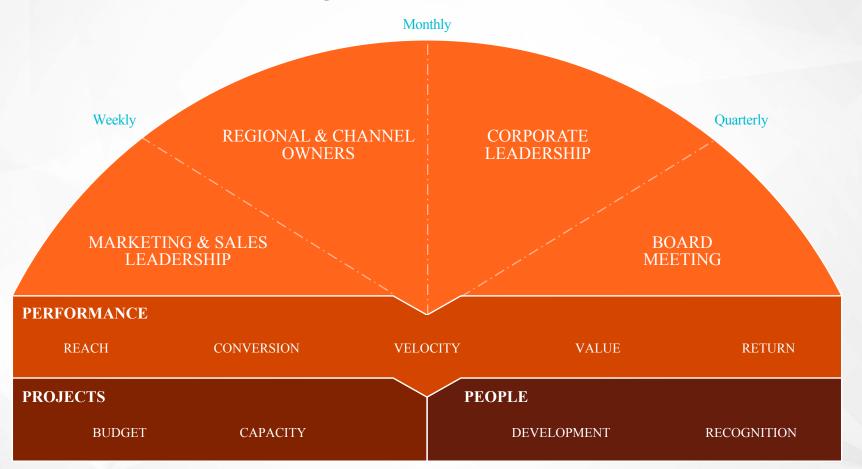








Driving a Performance Culture



"The mechanic that would perfect his work must first sharpen his tools."

-Confucius



Manage economies of scale

Continuously align the buyer/seller

Capabilities, not vendor hype

Drive the performance mindset



SiriusDecisions

208 Technology Exchange

Join us at the Hyatt Regency New Orleans for the **2018 Technology Exchange**

November 7 – 9, 2018 | Hyatt Regency New Orleans

Sirius Decisions Resources

Research

- The SiriusDecisions Technology Inventory and Assessment Tool
- Technology Assessment: Prioritizing Actions
- SiriusView: Marketing Automation Platforms 2017
- The SiriusDecisions Sales and Marketing Technology Assessment
- Web Content Management Technology: A Sirius Perspective
- Preparing for Marketing Automation: Technology Requirements
- Intent Data Monitoring Technology: A Sirius Perspective
- Content Display Technology: A Sirius Perspective
- Social Media Management Technology: A Sirius Perspective
- Marketing Resource Management Technology: A Sirius Perspective
- Defining the B-to-B Advertising Technology Landscape
- Search Engine Optimization Technology: A Sirius Perspective
- SiriusView: Webinar Technology 2017
- Core Strategy Report: Digital Advertising and B-to-B Demand Creation
- Account-Based Digital Display Advertising: Best Practices
- Account-Based Digital Display Advertising: Vendor Selection
- Demand-Side Platforms: A Sirius Perspective
- Profile Data Management Platforms: A Sirius Perspective

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