



Intelligent Growth®

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SiriusDecisions & F5

Prepared for Kym Taylor



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Our Portfolio

Research and Advisory Services

- Analyst Inquiry - access to a role-based community of subject matter experts and thought leaders - unmetered
- Best practices, research, fact-based intelligence, tools and templates
- Command Center – performance data and metrics you can't get anywhere else
- Custom benchmarking

Learning

- E-learning courses
- Certification via SiriusPathways®
- Curriculum planning

Consulting

- Project engagements
- On-site workshops
- Speaking engagements

Research & Advisory Services

- Current F5 Services
- Aligned to Current Initiatives

	Marketing Executive	Demand Marketing	Sales Executive
	<p>Marketing strategy and investment Transformation</p> <p>Marketing value</p> <p>Marketing planning and campaign strategy</p> <p>Organization design and development</p>	<p>Revenue engine optimization</p> <p>Demand strategy and modeling</p> <p>Program design and activation</p> <p>Digital trends and innovative techniques</p> <p>Technology and services for demand</p> <p>Functional design and development</p>	<p>Sales strategy</p> <p>Organizational design and investment</p> <p>Talent management</p> <p>Sales execution</p> <p>Sales productivity</p>
	<p>Account-Based Marketing</p> <p>ABM strategy, goals and alignment</p> <p>ABM infrastructure</p> <p>ABM program planning and execution</p> <p>ABM measurement</p> <p>ABM team design and skill development</p>	<p>Brand and Communications</p> <p>Brand experience</p> <p>Corporate communications</p> <p>Corporate messaging and content</p> <p>Corporate social strategy</p> <p>Employee and executive communications</p> <p>Functional design and development</p>	<p>Sales Enablement</p> <p>Sales asset management</p> <p>Talent acquisition support</p> <p>Sales onboarding</p> <p>Ongoing learning and development</p> <p>Sales communications</p> <p>Functional design and development</p>
	<p>Product Management</p> <p>Customer understanding</p> <p>Product portfolio investment decisions</p> <p>Pricing and packaging strategy</p> <p>Product innovation and lifecycle process</p> <p>Agile enablement</p> <p>Roles, responsibilities and structure</p>	<p>Content Strategy and Operations</p> <p>Content management and technology</p> <p>Strategic content planning</p> <p>Content factory</p> <p>Functional design and development</p>	<p>Marketing Operations</p> <p>Measurement and analytics</p> <p>Data management</p> <p>Planning and budget management</p> <p>Marketing technology stack</p> <p>Best-in-class processes and agile marketing</p> <p>Functional design and development</p>
	<p>Portfolio Marketing</p> <p>Go-to-market strategy</p> <p>Personas and buyer insights</p> <p>Portfolio messaging and content</p> <p>Bringing offerings to market</p> <p>Sales knowledge transfer</p> <p>Functional design and development</p>	<p>Customer Engagement</p> <p>Business case and measurement</p> <p>Customer lifecycle and retention</p> <p>Customer advocacy and references</p> <p>Customer insights and analytics</p> <p>Functional design and development</p>	<p>Channel Marketing</p> <p>Strategy and planning</p> <p>Channel demand creation</p> <p>Partner program design and optimization</p> <p>Partner enablement and engagement</p> <p>Functional design and development</p>
			<p>Channel Sales</p> <p>Channel sales strategy</p> <p>Channel sales profitability</p> <p>Partner recruitment and assessment</p> <p>Channel sales execution</p>

Research and Advisory Service Deliverables

-  Analyst Inquiry - Access to Subject Matter Experts and Thought Leaders - Unmetered
-  Business Process, Decision Support, Organizational Design, Measurement, Planning and Assessment Models
-  Custom Performance Benchmarking
-  Research, Best Practices, Fact-based Recommendations and Un-biased Advice
-  Command Center – Performance Data You Can't Get Anywhere Else
-  Playbooks, Tools and Templates
-  Peer Networking Events

How Clients Engage with SiriusDecisions...



Ideation

Generate new ideas about a topic, trend, project, strategy or initiative. The analyst offers new ways of thinking about an issue or a unique b-to-b perspective.



Planning

Scope and set definitions or objectives for a project, or receive guidance on annual planning and budget ideas. The analyst reviews and provides feedback on plan.



Education

Research is presented to the inquiry member's team. The agenda is set collaboratively in advance. The format is typically an internal webinar with Q&A.



Assessments

Review findings from a SiriusDecisions® benchmark, process audit, functional competency or maturity assessment. This is typically done via multiple inquiries.



Best Practices

Learn how best practice organizations are achieving success related to a particular initiative, goal or challenge, and review case studies.



Process Design

Create, define and maintain processes to help drive alignment among sales, marketing and product teams.



Vendor Insights

Get insight into SiriusDecisions' view of a market or technology category of vendors. Conversely, vendors brief analysts on their latest offerings and strategies.



Problem Solving

Present a problem, get insights into whether other organizations are struggling with the same challenge, and get recommendations on how to solve it.



Emerging Trends

Delve into a topic of interest, usually to learn about an emerging topic or refine understanding of an existing topic.



Review and Feedback

Get feedback on planning templates, organizational charts, messaging or tactics, an RFP, dashboards, product roadmaps, etc. This is typically done via written inquiry.

If I Were A Client I Would...

- **Leverage Analysts** in the following ways:
 - As an ***extension to my team***
 - To ***review*** my work – get feedback and layer in additional insight
 - During ***planning*** & through ***execution*** – engage early and setup regular touch points along the way
 - To ***validate*** my thinking through client examples and benchmark data
 - As a ***time saver!*** Ask for slides and don't spend too much time researching
 - Act as ***3rd party*** to socialize a best practice with my team & peers
- Be as **specific** as possible in my requests, provide as much **prep material & context** as possible, and schedule with **lead time!**
- Share with my **Account Management Team** all that I have on my plate – it their job to recommend on how to best leverage the resources available

If I Were A Client I Would...

- Use the **SiriusDecisions Command Center™** often in order to:
 - Augment strategic plans and validate resource commitments
 - Set performance goals and review progress
 - Capture market opportunities
 - Correct course early
- Make **SiriusPathways E-Learning** a part of the required professional development for my team
- Use the **Research Portal** frequently! And ask my Account Management team for **PowerPoint Slides**
- Pick **new research each month** for my team to learn about
- Engage in the **Sirius Community** – Attend Forums & Roundtables and request peer introductions
- Bring my team to SiriusEvents (**SUMMITS, TECHX**) and pick ideas each year to implement

Your Team Access Memberships

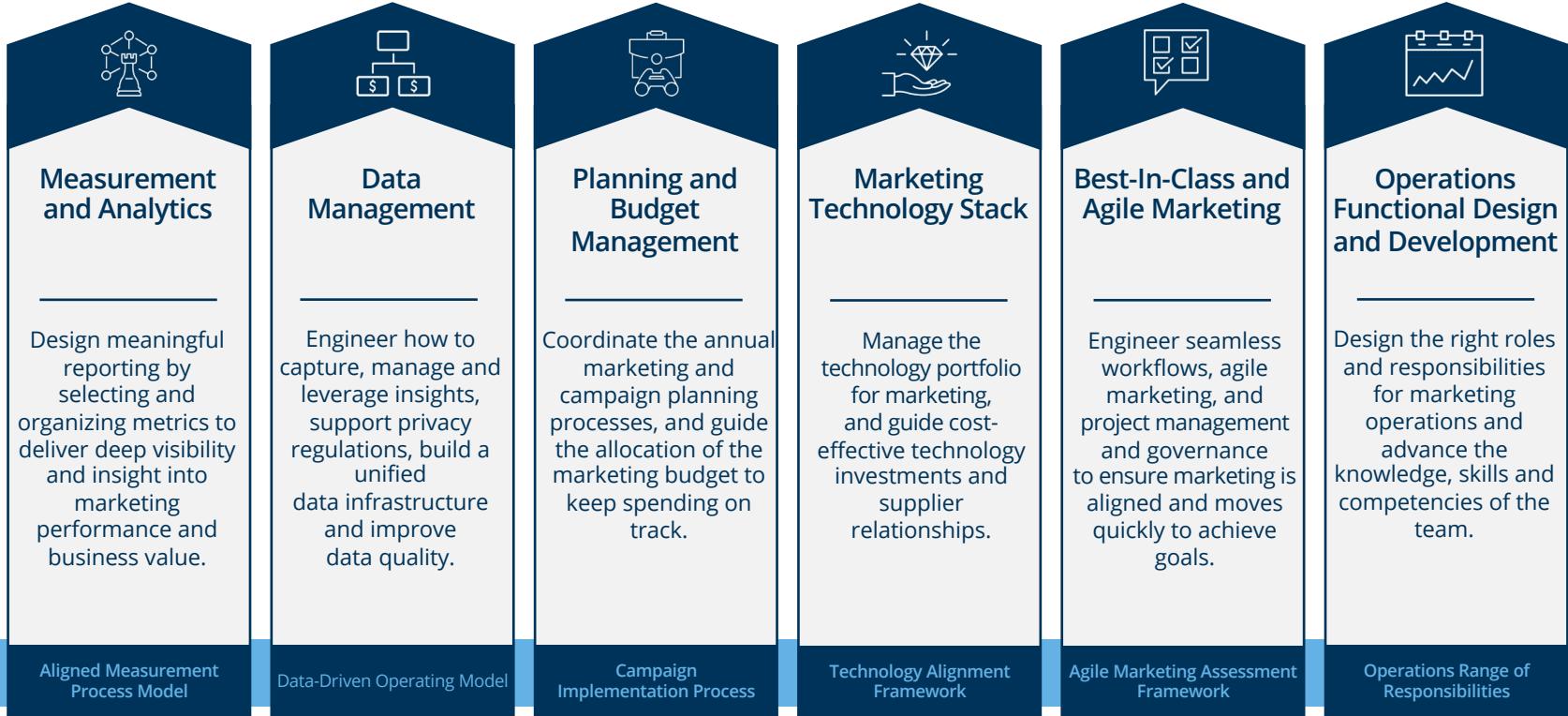
Inquiry Member



- You have 2 team memberships to allocate
- Team Members have access to:
 - The Research Portal
 - Events
 - Webcasts
 - SiriusTools™
 - SiriusDecisions Command Center™
- Access to the following is limited to the inquiry member:
 - Analyst Inquiry
- Additional Team Memberships are available for purchase with volume discounts

Recommended Service: Marketing Operations Strategies

Marketing Operations Strategies : Priorities



Marketing Operations Strategies: Topics

	<ul style="list-style-type: none">• Cancellation analysis• Churn analysis• Dashboard audit• Dashboard planning• Driving measurement adoption• Introduction to b-to-b measurement• Market segmentation and sizing• Measuring marketing contribution and influence	<p>Measurement and Analytics</p>
	<ul style="list-style-type: none">• Account hierarchies and data management• Contact management• Data alignment with IT• Data alignment with sales• Data capture• Data management strategy• Data ownership issues• Data quality process	<p>Data Management</p>
	<ul style="list-style-type: none">• Assessment of budget allocation models• Budget allocation strategy and management• Campaign framework and structure• Campaign planning tools• Developing a marketing plan	<p>Planning and Budget Management</p>
	<ul style="list-style-type: none">• Auditing processes• Developing a technology roadmap• Marketing operations technology reporting applications• Marketing operations technology: MRM• Marketing operations' role in technology management	<p>Marketing Technology Stack</p>
	<ul style="list-style-type: none">• Applying agile marketing with decision gates and business planning cycles• Applying agile to marketing beyond technology management• Budget and planning process	<p>Best-In-Class Agile Marketing</p>
	<ul style="list-style-type: none">• Alignment with sales operations• Benchmarking marketing operations• First 90 days for the new marketing ops leader• Key roles and responsibilities• Marketing operations and the role of chief of staff	<p>Operations Functional Design and Development</p>



Marketing Operations Strategies: Metrics

	<ul style="list-style-type: none">• Basic customer size focus• Basic deal size• Conversion of marketing sourced leads• Demand generation waterfall cost performance• Engagement and resourcing metrics		<ul style="list-style-type: none">• Data governance methods• Data management capabilities• Data management measurements• Data quality assessment frequency• Data quality assurance methods		<ul style="list-style-type: none">• Basic sales model• Centralization of marketing planning• Marketing campaigns, programs and tactics planning responsibility• Marketing ops and sales operations alignment• Number of annual tactics, programs and campaigns		<ul style="list-style-type: none">• Marketing automation platform system• Marketing ops and sales operations alignment• Marketing technology annual budget• Marketing technology stack• Marketing technology stack future plans		<ul style="list-style-type: none">• Product development process: agile adoption level• Product development process: waterfall versus agile• Product development process: alignment with business strategy• Product development spend: offering type		<ul style="list-style-type: none">• Marketing budget allocated between global and field• Marketing enablement reporting structure• Marketing enablement training offered• Marketing headcount percent allocation by function
Measurement and Analytics	Data Management	Planning and Budget Management	Marketing Technology Stack	Best-In-Class Agile Marketing	Operations Functional Design and Development						



Marketing Operations Strategies: Technology and Service Provider Coverage



- Marketing automation platforms
- Marketing performance analytics
- Marketing resource management

Measurement and Analytics



- Marketing automation platforms
- Marketing resource management
- Profile data management
- Sales force automation

Data Management



- Marketing resource management

Planning and Budget Management



- Marketing automation platforms
- Marketing resource management
- Profile data management

Marketing Technology Stack



- Marketing performance analytics
- Product engagement
- Product planning, prioritization and roadmapping
- User research and concept testing

Best-In-Class Agile Marketing



- Marketing automation platforms

Operations Functional Design and Development



Marketing Operations: Flagship Models

Measurement and Analytics

Priority Description

Design meaningful reporting by selecting and organizing metrics to deliver deep visibility and insight into marketing performance and business value.

Model Description

A guide to selecting metrics and organizing performance reporting across sales, marketing and product functions.

The SiriusDecisions Aligned Measurement Process Model

	Strategy			Execution		Evolution	
	Initiation	Discovery	Alignment	Build	Launch	Monitor	Refine
Objective	Scope and formalize effort	Identify key inputs into strategy	Map deliverables and metrics	Construct reporting deliverables	Plan and implement rollout	Track ongoing effectiveness	Adapt and improve
Participants	Lead, sponsor, core team	Core team, measurement stakeholders	Core team, technical implementers	Core team, measurement users	Core team (remaining), measurement users		
Activities/ Outputs	<ul style="list-style-type: none">• Initial scope definition• Secure sponsorship• Identify stakeholders• Role assignment	<ul style="list-style-type: none">• Document examination• Stakeholder interviews• Report inventory• User personas• Objectives map	<ul style="list-style-type: none">• Output definition• Hierarchy mapping• Relative prioritization• Metric selection• Goals/ comparables• Views/ versions	<ul style="list-style-type: none">• Elements documented• Distribution format• Layout/ visualization• Data/process remediation• Production	<ul style="list-style-type: none">• User testing• Pilot• Release plan• Training	<ul style="list-style-type: none">• Utilization• Satisfaction• Decision adoption• Continued training	<ul style="list-style-type: none">• Continued data work• Process enhancement• Ongoing comms• Punch list items• Roadmap revisions
Deliverables	<ul style="list-style-type: none">• Project charter	<ul style="list-style-type: none">• Gap analyses	<ul style="list-style-type: none">• Requirements template• Roadmap	<ul style="list-style-type: none">• Approved production deliverable	<ul style="list-style-type: none">• Formal launch	<ul style="list-style-type: none">• Evidenced decision support	<ul style="list-style-type: none">• Enhanced reporting deliverables
	Developing the plan			Implementing the plan		Managing the result	

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■ Activity ■ Output

Marketing Operations: Flagship Models

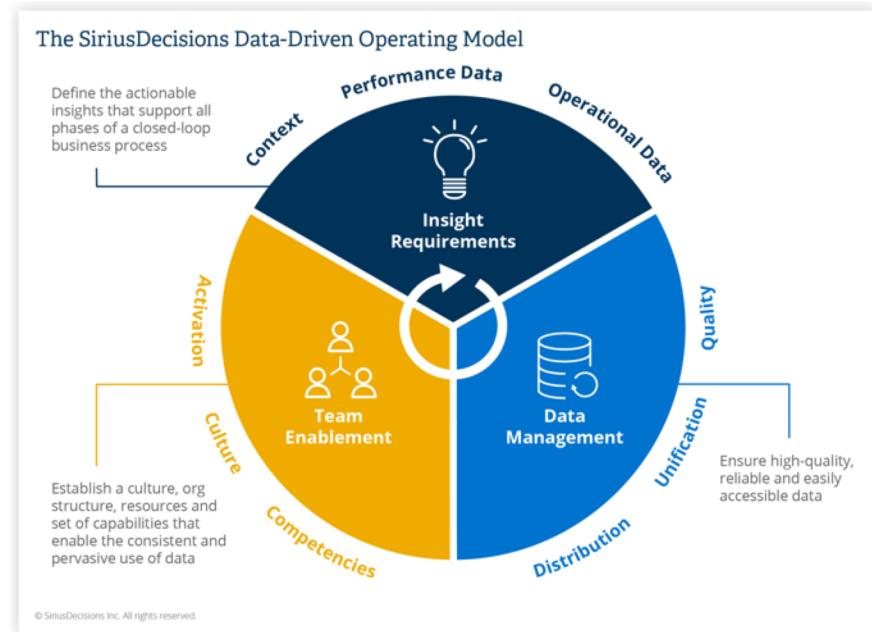
Data Management

Priority Description

Engineer how to capture, manage and leverage insights, support privacy regulations, build a unified data infrastructure and improve data quality.

Model Description

This model details the three elements that organizations need to be truly data-driven – insight requirements, data management and team enablement.



Marketing Operations: Flagship Models



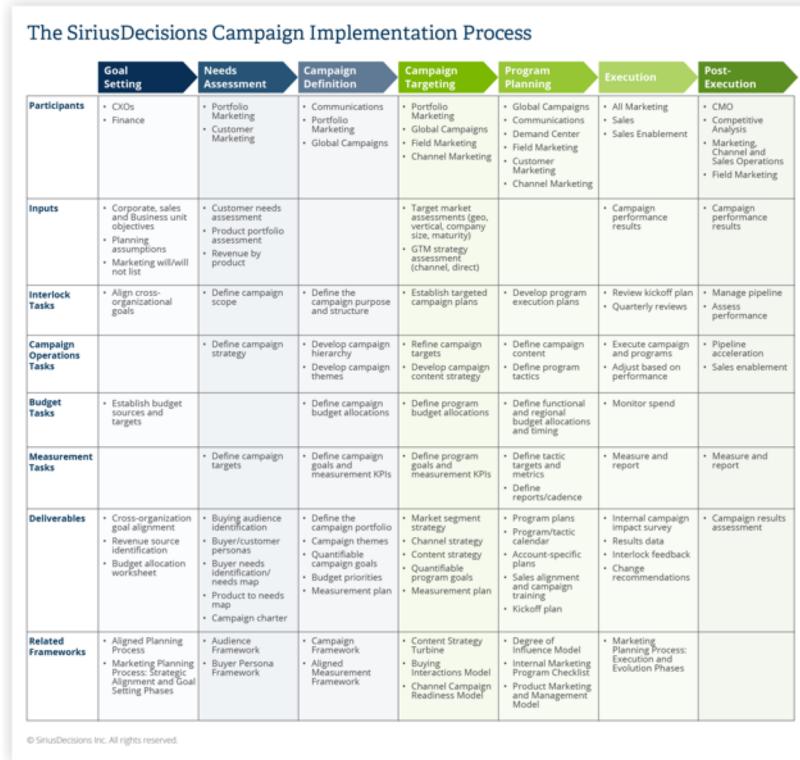
Planning and Budget Management

Priority Description

Coordinate the annual marketing and campaign planning processes, and guide the allocation of the marketing budget to keep spending on track.

Model Description

Implementation of the campaign framework requires careful planning and affects content strategy, coordination of reputation and demand creation activities within marketing, and collaboration with sales and product functions.



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Marketing Operations: Flagship Models



Marketing Technology Stack

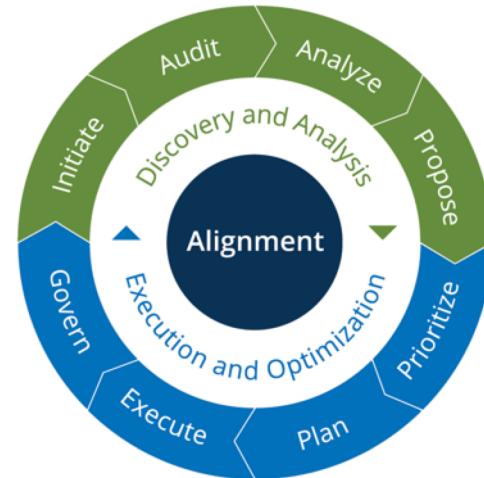
Priority Description

Manage the technology portfolio for marketing, and guide cost-effective technology investments and supplier relationships.

Model Description

This framework outlines a systematic, iterative approach for sales, marketing and product organizations to align their technology infrastructure.

The Technology Alignment Framework



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Marketing Operations: Flagship Models



Best-in-Class Processes and Agile Marketing

Priority Description

Engineer seamless workflows, agile marketing, and project management and governance to ensure marketing is aligned and moves quickly to achieve goals.

Model Description

Several characteristics differentiate agile and waterfall methodologies. Organizations can use the Agile Marketing Assessment Framework to determine which methodology is most appropriate by examining candidate processes for these characteristics.

The SiriusDecisions Agile Marketing Assessment Framework

How often does this need to be assessed or done?	Frequency	High frequency is a good candidate.	✓
What is the risk of failure?	Risk Tolerance	If the impact of a mistake is low , then experiment more.	✓
Can impact be quickly determined?	Quick Impact	Rapid impact detection justifies experimentation and rapid adjustments.	✓
Is this something that we haven't done before?	Low Experience	If it's new , experimentation may be needed to get it right.	✓
Is most of the required information present?	Readiness	High availability of information means lower coordination requirements.	✓

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Marketing Operations: Flagship Models



Operations Functional Design and Development

Priority Description

Design the right roles and responsibilities for marketing operations and advance the knowledge, skills and competencies of the team.

Model Description

This model outlines the full range of responsibilities for marketing operations.

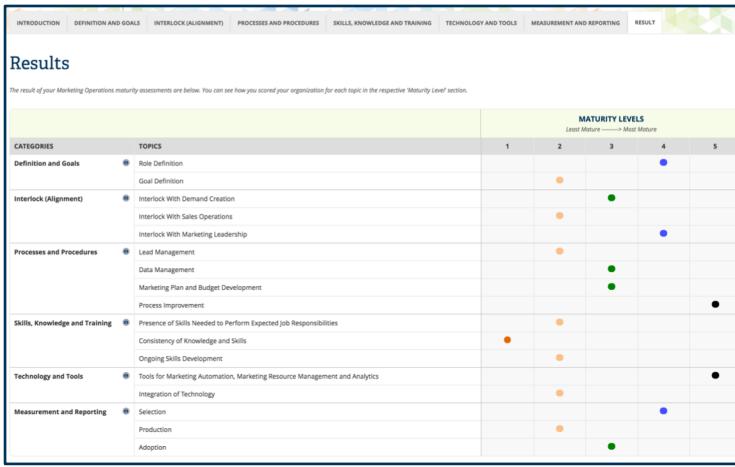
The SiriusDecisions Marketing Operations Range of Responsibilities Model

Scope	Accountability	Planning	Infrastructure	Data	Ops Design
Strategic	Marketing Measurement and Reporting	Marketing Planning and Budgeting	Marketing Technology and Process Management	Marketing Data Management	Marketing Operations Functional Design and Development
	Measurement framework development	Cross-functional readiness assessment and planning alignment process	Process optimization and change management	Master data management and governance	Marketing operations goals definition and strategy
	Metric interpretation, analysis and insight	Annual marketing planning process	Technology prioritization, selection and roadmap development	Marketing data strategy	Marketing operations organizational design and cross-functional alignment
Tactical	Troubleshooting support and socialization	Integrated campaign coordination and planning	Process and technology auditing and management	Data management and stewardship	Resource allocation and marketing operations procedures
	Reporting production	Marketing budget operations	Technology deployment, administration and training	Data acquisition and administration	Marketing operations skills optimization

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Marketing Operations Strategies: Tools

Marketing Operations Maturity Tool



Analytics Proficiency Assessment Tool

