Enhancing Product Marketing Effectiveness and Innovation Across Teams and Functions: The Public Cloud-technographics Advantage

"By leveraging DemandMatrix's technographics, we were able to unlock significant advantages across functions and teams. Our Open Source Teams, Partner teams, Gaming and SMB teams are now able to intelligently pinpoint who is using what technology, what is the trending technology along with user base details in their assigned regions thereby enabling us to improve on planned and real-time marketing efficiencies to achieve objectives. All of this is possible thanks to stronger business intelligence."

-Senior Product Marketing Manager with our Fortune 100 customer

The Customer

DemandMatrix worked closely with a leading public cloud platform that builds, tests, deploys, and manages applications and services through a global network of data centres. The customer, with an annual run rate of $ 21.2 billion*, leads the industry in terms of revenue as of today.

When it comes to enterprise public cloud adoption, the customer doesn't lag far behind players like AWS as of 2018**, with adoption going up to 58% (2018) versus 43% (2017). Much of this stems from its focus on data backed intelligence and product innovations and integrations through a multitude of teams, both within the organization and partnered networks.

The Challenge

Cloud computing continues to revolutionize Enterprise technology. With the competition in this domain, it was important to identify new triggers and interesting, innovative ways to market cloud offerings in a more targeted manner across divisions.

Each division faced its own operational challenges in the marketing, sales and product development space. The underlying question was "how to identify and focus marketing and sales resources on more probable conversions so as to ensure a better ROI and achievement of core objectives".
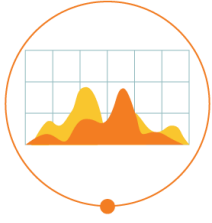
Machine learning

Cloud Apps

Database

Virtual machines

Blockchain

How DemandMatrix helped

Technology trends

Competitor intelligence

Next Technology Purchase Signals

The need for data that shared insights on customer cloud adoption behaviors as well as future adoption patterns was crucial to enable product marketing, innovation, field sales and strategy teams to create a framework that allowed them to tap into new insights and gain adequate know-how about their leads' overall technology stack adoption and upcoming technology trends.

The challenge here extended beyond the organization. Because the customer uses a network of partners to sell their offering, enriching the network based with intelligent data would serve both sides better-

a)   by allowing the customer to qualify partners better
b)   enabling more ROI through them

How DemandMatrix helped

Considering the wide scope of the customer's offerings, it was critical to select a data set and data source that would provide both depth and breadth of data insights across diverse domains to enable multiple functions and teams with the right kind of business, competitor and strategic intelligence.

By using this stronger data set and market-intelligence to support targeted selling for the full range of cloud services under the customer's umbrella, the customer was able to reduce overall sales time and achieve greater ROI.

Overall Business benefits

The customer's intensive investment in technographic systems and processes, helped with:
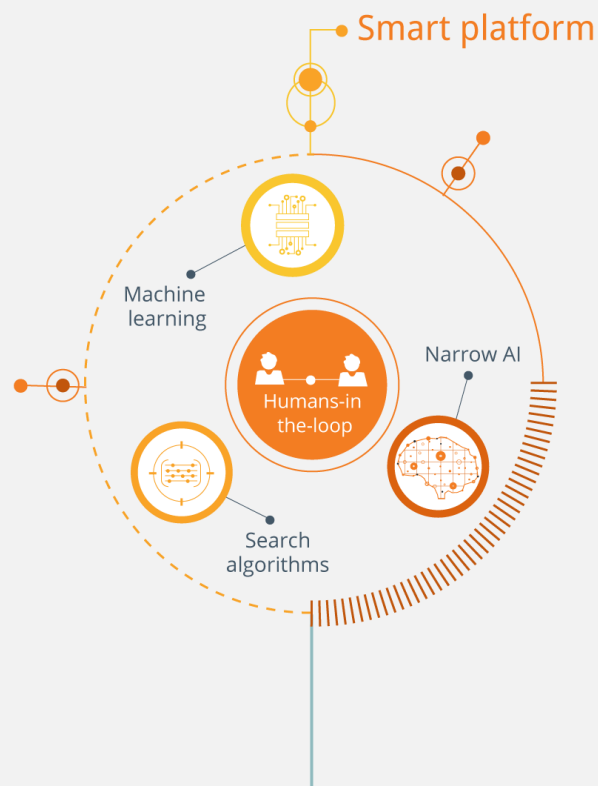
- **Targeted Sales Pitches:** The Field Sales teams was better able to find out which companies in their territory were using Open source technologies and which companies were looking to move to the cloud, allowing them to customize their sales-pitches better.

- **Product Development and Enhancement:** The Product team could now gather insights on the trending open source technologies and design products or features based on behaviors and actual needs.

- **Resource allocation effectiveness:** The Strategy team was able to better allocate resources based on regions where a specific technology was trending. This in turn helped them breakdown resource allocation or onboarding of teams based on skillset trends required to promote certain technologies or innovations.

- **Partner Management:** Technographic data helped them easily identify the number of partners they would need for a specific trending technology as well as the skillset required to sell in-house technologies better enabling better partner selection.

- **Predict the propensity for Field Sales and Gaming team:** The in-house Gaming team now had the capability to know which gaming companies they should target based on data related to the top gaming companies, the cloud platforms they were currently using and their technology adoption plans for the future. Field Sales benefited from knowing which companies had a higher propensity to migrate to another cloud platform at a given time.

About DemandMatrix

DemandMatrix provides its customers actionable target market intelligence, leveraging the power of big data, machine learning and Narrow AI, augmented by a team of subject matter analysts.

We monitor billions of read/write signals each month—such as search, job posts, resume databases, marketing collateral—to **extract intent**, **installed technologies** and enriched right-party contact information. Marketing teams use DemandMatrix to identify who they should target based upon who is looking for their solutions as well as competing solutions.

Smart platform

Machine learning

Narrow AI

Humans-in the-loop

Search algorithms

12,656	7,373	13,716,365	190,711,608	2,564
Installed technologies	Technology vendors	Account domains	Product installed units	Technology purchase sequencing

www.demandmatrix.com