Digital Transformation Award

An individual, team, or organization that has led a digital transformation initiative, introducing digital technology into an area of the business, changing how you operate and deliver value to internal teams and customers.

The Winner

SAVIYNT

The Challenge

Due to unique changes in the cybersecurity space, Saviynt experienced significant growth that required scalable solutions in both marketing and sales. However, the existing tech stack was not working as a cohesive revenue operations engine. The marketing automation platform did not connect with Salesforce properly and as a result, there was no true lead lifecycle process in place.

As the marketing team implemented campaigns, there were significant gaps in campaign analytics and an understanding of funnel metrics. Therefore, it was difficult to determine which channels were creating and driving pipeline. Further, the default routing tools within Salesforce were not sufficient to handle the scale and complexity of Saviynt's use case. Saviynt needed a true digital transformation that would connect marketing with sales and create a lead management process.

The Operational Approach

Saviynt leadership first performed an audit of all processes related to revenue operations, sales development, demand generation, and customer success. Through employee interviews, leadership was able to evaluate technologies used, workflows, and pain points across the entire go-to-market team. From these insights, they were able to prioritize improving process, lead management, and more insights on marketing programs.

Implementing LeanData's Lead-to-Account Matching improved their match rate by 53% from their prior solution. LeanData's Routing also allowed them to incorporate more complexity into the routing rules, eliminating the amount of time spent by sales researching each lead, and potential re-routing, allowing them to respond to prospective customers more quickly.

In addition, new data hygiene practices have been implemented including removing duplicates, correcting routing errors, eliminating bad data, and correcting data formats.

Marketing attribution was implemented to track the buying journey and understand what types of activities are creating pipeline and accelerating pipeline down the funnel. Now they have a 10,000 foot view of all marketing efforts which has become critical to understand what is working and what isn't.

Operational Results

Saviynt is now using new technologies to drive insights and become more efficient. With automations in place for lead management, data hygiene and marketing attribution, employees are focused on the right revenue-generating activities.

Measurable benefits include:

- 53% increase in lead-to-account matches
- Increases in lead connect rates
- Ease in updating and reviewing lead routing workflows
- Less time wasted researching and routing leads
- Better analysis of less engaged accounts and insights on what marketing plays to initiate

"With growth comes business challenges that require scalable solutions and processes to equip marketing and sales as the company grows. Marketing is a major revenue driver for the company, so it's critical to have the proper tools in place to drive efficiencies across the go-to-market teams and provide data and insights to help make decisions. It's been a journey and I believe what we've built here at Saviynt can be repeated at any other company to drive similar success."

– Anthony Valles, Head of Marketing Ops