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

NVIDIA

The Challenge

With engagement in the hundreds of millions across many products and services, the NVIDIA Enterprise Revenue Marketing team deals with massive amounts of data. Integrating and consolidating that data from various internal systems and departments was proving to be a complex and time-consuming process. Adding to that complexity was the need to ensure data was high quality and accurate in order to make informed decisions.

As a large enterprise organization in its 30th year, achieving cross-organizational alignment at NVIDIA was challenging. Each business unit maintained its own data silos scattered across multiple systems. Stakeholders were not accustomed to sharing data and collaborating around a unified, actionable view of the data.

To achieve the ultimate goal of generating reliable insights to drive decision making, NVIDIA Enterprise Revenue Marketing needed to break down silos, foster cross-collaboration, and create a more cohesive approach to data governance.

The Operational Approach

To address these challenges, the NVIDIA Enterprise Revenue Marketing team launched a "Revenue Analytics AI Suite," a comprehensive set of homegrown AI and software products that leverage existing NVIDIA data sources.

This suite unifies, processes, and translates data into actionable intelligence, enabling strategic decision-making. It combines third-party data with NVIDIA's extensive first-party data, thus enhancing its value. One of the standout features in the Revenue Analytics AI Suite is the "Propensity to Buy" tool. It deciphers diverse intent signals within a vast amount of data, providing a normalized predictive view in NVIDIA's complex organization. This AI-based tool accurately predicts NVIDIA hardware and software use-cases and workloads within their Salesforce CRM. By combining CRM, marketing, developer, and external data, the Propensity to Buy tool drives precise targeting within NVIDIA's marketing and sales strategies. It has allowed NVIDIA to holistically measure account interest based on data from all business data sources.

Operational Results

Injecting third-party intent data into NVIDIA's AI models has stitched together an ocean's worth of data, allowing for the accurate identification of Accounts more likely to purchase. These changes have also created greater prioritization and a more targeted, better aligned, Sales and Marketing strategy. This digital transformation has also opened the NVIDIA Enterprise Revenue Marketing team's stakeholders' eyes to what is most important to the hand raisers in particular Accounts at any given moment.

Other positive outcomes include:

- Conversion rates up to 59% higher than traditional campaign targeting methods

- Significant decrease in the workload of campaign managers who gather target account lists

- Ability to identify high value accounts much faster

- Ability to drive more relevant conversations with prospective customers

- Better understanding of the lifetime value of accounts

"Traditional methods like mental processing and Excel spreadsheets fall short when it comes to handling the massive amount of data needed for prescriptive analytics in analyzing Enterprise Account relationships. AI provides the solution, eliminating the legacy obstacles of high infrastructure costs. The key lies in effectively applying AI technology."

Ari Capogeannis, Sr. Director, Enterprise Revenue Marketing, NVIDIA