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Unlocking Global Sales Opportunities for EMC in Oil & Gas

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UNLOCKING GLOBAL SALES OPPORTUNITIES FOR EMC

Momentum helped EMC execute an account-based marketing campaign that contributed to impressive pipeline growth.

EMC wanted to grow its footprint with an existing customer, a global leader in the oil and gas industry. This would reach previously untapped opportunities within the business's upstream functions - responsible for activities in oil and natural gas exploration, field development and production.

From January 2013 to March 2014, Momentum supported EMC's sales drive with:

- **Sales & Marketing Collaboration** – including workshops and collaborative working sessions with the account team to identify where we targeted the account, the message and what else was needed to achieve this success.
- **Account intelligence** – including insights on the account's commercial objectives and flagship technology programmes.
- **New contacts** – identifying new stakeholders and opening doors for executive-level relationships.
- **A compelling proposition** - that demonstrated EMC's consistent, global, and end-to-account story.

Client background

EMC is a global leader that enables businesses and service providers to transform their operations and deliver information technology as a service (ITaaS). Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyse their most valuable asset — information — in a more agile, trusted and cost-efficient way.

Strategic context

An account-based marketing (ABM) method

EMC uses ABM as a tool to support its sales processes with customer-level marketing strategies. This embodies the 'segment of one' principle, where select customers are considered as their own market and receive a highly customised approach.

Supporting a strong sales and marketing interlock

EMC uses ABM to align marketing with sales processes that engage decision makers in large, complex organisations over a lengthy technology buying cycle. This puts a heavy

emphasis on account intelligence and encompasses activities across the entire marketing mix – from account planning through to proposition development and campaign execution.

Using ABM to harness sales potential in a large global account

One of EMC's customers is a global leader in the oil and gas industry. For the purpose of this document it shall be referred to as 'the account'.

As a long-standing supplier to the account, EMC's footprint was concentrated in the downstream elements of the oil and gas value chain. The opportunity was to extend this to the business's upstream functions – which are responsible for activities in oil and natural gas exploration, field development and production.

The initial opportunity was identified when an EMC sales consultant stumbled on a small opportunity in Iraq. From there, EMC quickly saw the potential to grow this into a global sales initiative. The challenge was to broker this opportunity into previously untapped segments of the account.

About the campaign

Marketing strategy objectives

EMC asked Momentum to support the sales initiative with account-based marketing activities.

The primary aim was to accelerate the opportunity by empowering sales teams with account intelligence and a compelling proposition. This needed to dovetail with EMC's existing downstream footprint to tell a consistent, global, and end-to-end account story.

The key objectives were to:

- Create in-depth insights into the account's business objectives and challenges.
- Help the sales team understand and navigate the organisational structure of the account's upstream functions.
- Identify relevant contacts and decision makers.
- Drill-down into specific upstream business priorities and projects.
- Develop a compelling EMC proposition for the account's upstream activities.
- Create a marketing deliverable that would excite the account.

How we approached the project

Research and insights

We initiated a rigorous piece of research into the upstream organisation of the account. This combined market research, strategic analysis, stakeholder profiling, and contact mapping.

The outputs included insights on:

- The account's commercial imperatives and longer-term strategic direction for upstream.
- The scale of upstream operations, key activities and geographical focus.
- Upstream major projects – both planned and in-progress.
- Executive leaders and decision makers
- Organisation restructuring plans.
- The role of IT and the account's flagship technology programmes

Identify new contacts

The research uncovered new contacts for EMC. The team contacted these and where possible arranged meetings with EMC's sales teams.

Create the proposition

Equipped with in-depth account insights, the team created a highly visual proposition that showed EMC's value across the end-to-end value chain. This provided an immediate, 'at a glance' view of EMC's connected story for the entire account.

Target audience

The campaign reached new decision makers within the upstream functions in the account.

Media and channels used

- PDF
- Print
- Digital Distribution
- Face-to-face sales

Campaign timescales

The campaign kicked off in January 2013 and the project completed in March 2014.

Budget

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential

Results

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential

Client testimonial

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List of supporting material

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