

GTM Tech Stack: Pipeline Velocity with IBM



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About Company



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IBM



IBM is a leading provider of global hybrid cloud and AI, and consulting expertise.

We help clients in more than 175 countries capitalize on insights from their data, streamline business processes, reduce costs and gain the competitive edge in their industries.

GTM Motions



What is your GTM Motion? (Select all that apply)

Product Led	YES
Inbound Led	YES
Outbound Led	YES
Partner Led	YES
Event Led	YES
Community Led	YES



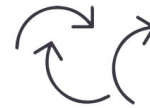
GTM Challenges



What are your GTM Challenges?



Business is relying on heroic sales players and not plays



Sales, Marketing, and Customer Success are out of sync



You can't predict and forecast revenue for the next two quarters



Heavy discounting and feature wars are eroding your value prop



Your customers love you, but can't quantify their ROI at renewal time



You can't prioritize or say no to new initiatives



Your team is not aligned on an executive strategy



Your churn is killing your business



Your competitors are winning more market share



You are THE last to enter a deal cycle



Your team is reactive, not proactive



You want to go up-market but the customer base is SMB



Your analyst relations are weak, at best, to drive material influence



Your point of view is not differentiated with your product



You are struggling to go from a product to platform company

GTM Use Cases



Why did we invest in  **zoominfo**

- **100k** New Logos by EOY25
- Global **Sales Acceleration Program**
- Interlock GTM Processes between **Sales and Marketing**

GTM ROI

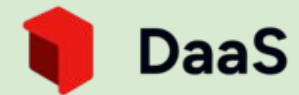
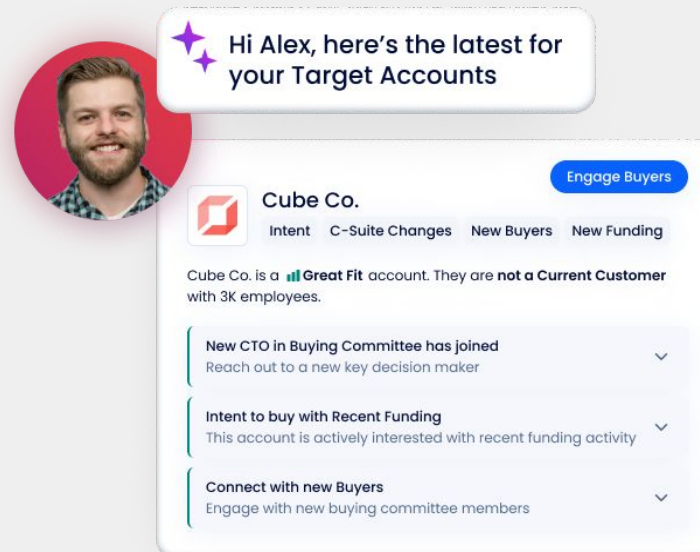


How do we work with ZoomInfo?

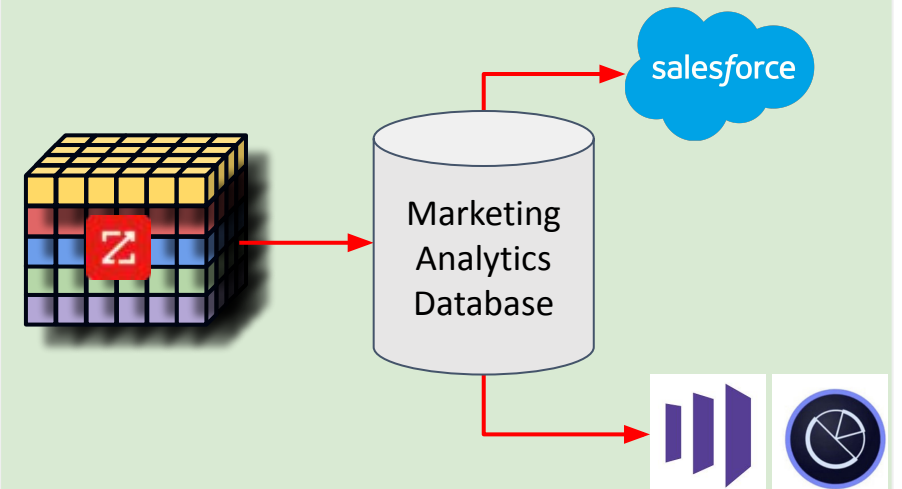
Two Themes: SaaS and DaaS



Our Sales organization uses the ZI SalesOS app to find and connect with in-market prospects



Our GTM Analytics team ingests ZI Data Cubes to power our audience segmentation strategy



GTM ROI



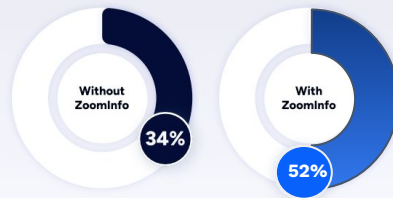
ROI we've achieved with ZoomInfo

Rep Productivity and More Targeted Marketing Output

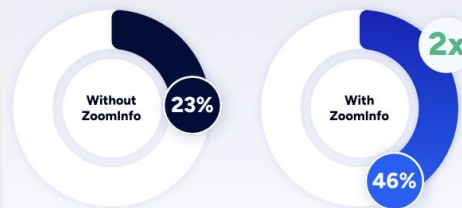


Salespeople report consistently better selling outcomes and time savings from working within SalesOS

AE Win Rates



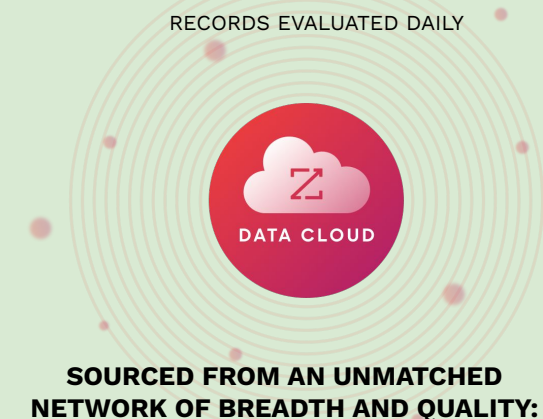
SDR Connect Rates



Marketing has access to billions of data points that are used to create targeted audiences for GTM campaigns

1.6B+

RECORDS EVALUATED DAILY



SOURCED FROM AN UNMATCHED NETWORK OF BREADTH AND QUALITY:

- CONTRIBUTORY NETWORKS
- UNSTRUCTURED PUBLIC WEB DATA
- 400+ HUMAN RESEARCHERS
- ACQUIRED DATA

GTM Operating System™



IBM's GO-TO-MARKET TECH STACK

Revenue Operations	Leadership & Management	Total Relevant Market	Market Investment Map	Brand & Demand	Pipeline Velocity	Customer Time-to-Value	Customer Expansion
Salesforce	Workday	Demandbase	Adobe	Adobe: - AEM: Sites - AEM: Assets - Target - Audience Mgr - Marketo - Workfront	Salesforce	Seismic	Salesforce
Tableau	Seismic	<u>ZoomInfo</u>	Segment		SalesLoft	Gainsight	Segment
Amplitude		G2			<u>ZoomInfo</u>	Segment	Adobe
Google Analytics		TrustRadius			LinkedIn SN		G2
		HGData		The Trade Desk	OneMob		TrustRadius
		Bombora		Jivox			HGData
		LiveRamp		Google Ads			Bombora
				Allocadia			
				Monday.com			
				Airtable			