



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



The Challenge

Even well-established companies like Juniper Networks, a multinational networking software company generating over \$5 billion in revenue, continually seek opportunities for growth and optimization in their GTM strategies.

Recent organizational changes have sparked a renewed focus on enhancing transparency and collaboration among the Marketing, Inside Sales, and Field Sales teams. Sales teams have been highly effective in focusing on Accounts and Contacts, while Marketing's efforts on Leads and campaigns have driven impactful campaigns. However, this success highlighted opportunities for even greater alignment and synergy across teams.

The decentralized information structure revealed a clear path for increased collaboration. Field Sales and Inside Sales were enthusiastic about accessing more relevant information to better serve their Accounts and streamline communication. With valuable enterprise account insights spread across multiple data repositories, the Marketing and Sales teams saw exciting potential for enhanced alignment through improved processes.

Juniper Networks is poised to focus more effectively on the right Accounts and most promising Opportunities. The team is motivated to establish a new, unified operational framework that will drive success across their GTM organization

The Operational Approach

Juniper Networks had a lofty to-do list to make a meaningful transformation. The GTM teams needed to establish a seamless and timely connection between Leads, Contacts, and Opportunities. Correct lead routing relied on integrating Marketing pipeline with Sales, and automating the process was

a must for scalability. Plus, the team had to safeguard metadata from getting corrupted by manual processes.

To start, business and operational leaders agreed to streamline the Sales and Marketing funnel and transition to a unified ABM approach. The GTM team adapted Salesforce and LeanData routing to merge into a cohesive account engagement point aligned with ABM objectives. Contacts were configured to include Marketing funnel stages that reflected engagement similar to Leads and incorporated all necessary fields to facilitate LeanData routing. They also configured all third-party databases to integrate directly with Salesforce so they could ditch the manual multi-step process of uploading contact lists.

Next, Juniper Networks introduced extensive automation to its workflows. Intelligent contact routing would now deliver Leads and Contacts to the right SDR, trigger an Outreach sequence, and ensure continued engagement with prospects and Accounts at scale. And, finally, the Marketing team templated its campaign creation structure and created a setup wizard to reduce the need for significant operational support.

To support all of these changes, GTM operations, Sales leadership, and IT aligned on key outcomes, timelines, and enablement. After implementation, Marketing Operations led several global boot camps to get everyone on board and they continue to enable representatives through live and pre-recorded training sessions.

Operational Results

Juniper Network's team effort paid off! Their GTM has streamlined lead and contact integration, lead conversion, and marketing campaign creation and management. Today, LeanData automation is responsible for 96% of all lead-to-contact conversions and 84% of any record type lead conversion to contact, effectively eliminating the need for manual touches.

Other significant outcomes include:

- 40% match improvement overall, enabling 10% more LeanData-converted Contacts associated with meetings.
- The global SDR team saved an average of 35.5 hours per month on manual effort.
- Marketing campaign creation time was reduced from multiple days to just a few minutes.

"Previously, conversion required manual effort from reps, taking anywhere from five minutes to several hours, depending on volumes and data quality. Scaling the new process necessitated automation."

Stephanie White, Senior Manager Marketing Operations, Juniper Networks