



## The Constellation Award

Recognizes a marketing team that has fostered exceptional collaboration and alignment between marketing and other GTM departments like sales and operations. This award highlights the team's ability to break down silos and work seamlessly with other teams to achieve shared goals.

### THE WINNER

# sumo logic

## The Challenge

Sumo Logic is a best-in-class cloud-native company that helps make the digital world faster, reliable, and more secure. Last year, the Sumo Logic team identified several critical challenges to their GTM efficiency. With speed and reliability at the heart of the organization, the team recognized the need to improve GTM collaboration.

One of the most critical challenges Sumo Logic faced was departmental misalignment. Teams operated in isolation, leading to miscommunication and inefficiency across departments. This was further complicated because different departments used separate tools and platforms that didn't speak to each other.

The lack of structured collaboration between departments turned into missed opportunities and duplicative efforts. On top of this, brand presence took a hit. Fragmented communication and disjointed efforts resulted in inconsistent messaging across Marketing and Sales channels. The Sumo Logic Marketing Operations team knew it was time to take action.

## The Operational Approach

Sumo Logic adopted several key strategies to improve collaboration and efficiency across its teams. Embracing agile methodologies for campaign planning and execution, such

as sprint cycles and iterative planning, meant the team could quickly adapt to changes and market dynamics. This flexibility allowed Marketing to launch campaigns faster and more precisely and stay aligned across departments.

They brought together Marketing, Sales, and Operations to establish cross-functional teams. This new structure promoted continuous communication and collaboration to align departments with strategic objectives. They began running regular stand-up meetings and planning sessions to foster a culture of transparency. To address issues of inconsistent messaging, the task team developed a unified messaging framework with input from all departments.

Sumo Logic needed to eliminate data silos and improve visibility, so they unified their technology stack by linking the CRM, marketing automation, and analytics platforms. This created a single source of truth for the entire revenue team that tracked leads seamlessly from acquisition through conversion. With these changes, Sumo Logic could make more well-informed, timely decisions.

## Operational Results

While tracking ROI is still in progress, the teams report they are now able to see the work, prioritize, and quickly pivot to market changes.

"We established cross-functional teams that included members from Marketing, Sales, and Operations. This structure facilitated continuous communication and collaboration, ensuring everyone was aligned with our strategic objectives. Regular stand-up meetings and collaborative planning sessions became the norm, fostering a culture of transparency and teamwork."

Gina Morris, Senior Manager Marketing Operations, Sumo Logic