

An American information technology services company that develops products to improve application performance across WANs, a technique known as WAN Optimization, this client's products reduce latency and bandwidth constraints in delivering applications via WANs to multiple locations across long distances. It also develops products to support network and application performance management. The company employs more than 2,500 people in 73 global offices and reports revenues that exceed US \$1 billion.

### Client's needs

The client's marketing needs prompted the search for a solution that could provide them with insight into the effectiveness of various types of campaigns and scoring methodologies, the number of leads generated by outbound marketing campaigns, and whether or not the right products and services were being offered. This led them to the implementation of a data discovery solution.

### Alithya's Solution

After demonstrating time-to-value to both the CIO and CMO and recommending a data discovery solution which unifies leveraged existing SFDC data that includes marketing campaigns, leads, contacts, and opportunities, agile development methodology was applied to complete the implementation. The project methodology and implementation approach included:

- Lightweight design session
- Several build iterations to deliver key portions of functionality to the client
- Reviews to ensure that the solution meets necessary success criteria

### Benefits Realized

The implementation of a data discovery solution at provides the client with the ability to determine the effectiveness of marketing campaigns, evaluate and modify internal marketing scoring methodologies, reduce costs by eliminating ineffective campaigns and certain campaign types, and offers insight into the relationship between marketing and support. The solution was expanded by combining customer support data with existing data.

**AS A NORTH AMERICAN LEADER IN STRATEGY AND DIGITAL TECHNOLOGY**, Alithya designs and builds innovative and efficient digital solutions for business challenges. Our clients cover a large spectrum of sectors including Banking, Investment and Insurance, Energy, Manufacturing, Retail and Distribution, Telecommunications, Transportation, Professional services, Healthcare and Government. Our 2,000 professionals in Canada, the US, and Europe combine pragmatic understanding and creative thinking to structure and streamline intricate operational ecosystems, help transform their businesses, and drive their growth every single day.

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