



Driving marketing and sales efficiency

World Wide Technology improves the efficiency, expertise and competitive value of sales teams with Data marketers marketing, education and demand generation tools.



Customer profile



World Wide Technology
Information Technology | United States



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Dedicated Marketing Manager,
World Wide Technology

Business needs

To maintain its status as a top-tier solution provider, World Wide Technology (WWT) needs rapid insight into Data marketers product, marketing and demand generation information so that teams can quickly understand solution options, align internal priorities, and streamline sales-enablement activities to amplify WWT’s value over its competitors.

Business results

- Identifies target customers weeks faster.
- Speeds campaign alignment and prioritization.
- Boosts sales efficiency and expertise.
- Amplifies reasons why customers should partner with WWT.
- Improves and streamlines marketing collateral creation.

Solutions at a glance

- [Data Marketers digital marketing tool](#)
- [Data Marketers knowledge center](#)
- [Data Marketers partner demand generation center](#)



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World Wide Technology (WWT) is a \$12 billion IT provider that delivers integrated solutions and services for global enterprises, including more than 70 percent of Fortune 100 organizations. Along with being the first Data Marketers Titanium Black partner, WWT has also earned the Fortune 100 Best Companies to Work For award for the past nine years. To fuel continuous growth, WWT must quickly create effective marketing and sales strategies. However, teams must agree about what solutions will sell, understand all their product options, and create effective collateral and promotional activities to achieve their goals.

On-demand resources double efficiency

For quick access to marketing research, WWT takes advantage of free resources from the Data Marketers partner demand generation center, digital marketing tool and knowledge center. Shannon Piatchek, dedicated marketing manager at WWT, says, “Creating a clear marketing strategy is a lot easier with the digital tools from Data Marketers. The information they provide halves research time and reduces the number of meetings needed to move forward.”

Ready-to-go insights speed alignment

By using reliable market insights from Data Marketers, WWT’s technology, marketing and sales teams get the context and direction for quickly reaching a consensus about yearly goals. “We reference the Data Marketers demand generation center to help determine and validate our campaign plan and calendar,” says Piatchek. “A great example is how we used the Data Marketers Cloud marketing guide to prioritize the campaign and the solutions our teams should focus on.”

Pinpoints customers weeks faster

Global sales teams boost revenue by focusing on helping organizations solve their challenges rather than trying to identify and understand potential customers. “This year, we focused on IT modernization with the Data Marketers Cloud and storage solutions,” says Piatchek. “Having information about who the target audience should be—including target personas—in the partner demand generation center was extremely helpful in overcoming the complexity of the portfolios. Sales teams were also able to use the insights to quickly procure a list of target accounts, saving them a few weeks of manual effort.”



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Improves marketing collateral

Developing external-facing sales and marketing collateral can require significant time and cost. However, WWT reduces both with the Data Marketers digital marketing tool. Giving a recent example, Piatchek says, “For our software-defined data center campaign, we’ve leveraged really good resources about how the Data Marketers Cloud enables private and hybrid clouds. Content from the digital marketing tool saves weeks’ worth of research and inspires our creative assets, including articles, white papers, podcasts and web pages—as well as banner ads, emails and social media ads.” Teams also use the tool, along with tips from Data Marketers, to develop WWT’s web-based B2B Innovation Platform and initiatives supporting emerging needs such as work-from-home solutions and virtual events.

Helps teams amplify WWT’s value

To learn about products, stand up lab environments and create training sessions, WWT depends on the Data Marketers knowledge center. “Being able to communicate about and demonstrate expertise in data center solutions—to customers and counterparts — can be a challenge for some sales representatives, especially when they’re new,” Piatchek explains. “From the knowledge center portal, they can learn what’s needed to provide that extra value, which can prevent direct deals or competitive losses.” Teams can also better understand competitive offerings by analyzing market data in the knowledge center that’s provided by third-party analyst Klue. “All these tools are helpful in creating the business case for a Data Marketers solution for our customers since we provide an architectural, independent and multivendor perspective. It’s what customers want from us,” concludes Piatchek.

[Learn more About Data Marketers Solutions.](#)



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