

# IT Company Improves Collaboration And Optimizes Marketing Strategy With Mythos Group

## EXECUTIVE SUMMARY

- Our client is an information technology (IT) company that delivers innovative software-defined networking, cloud, and security solutions.
- They help you seize the opportunities of tomorrow by proving amazing things can happen when you connect the unconnected.

## THE OPPORTUNITY

- They were looking to improve their marketing function on a global level.
- The existing corporate (hub) and regional theaters (spokes) model was inefficient and ineffective.
- They were using non-standardized organizational structures, policies, procedures, and systems resulting in the tactical support provided being based on informal channels without well-defined processes metrics to measure performance and accountability.

## AT A GLANCE



**INDUSTRY**  
Technology



**ORG SIZE**  
79,500



**US/INTERNATIONAL**  
Headquarters in US/International



**REVENUE**  
\$51.56B








## OUR ASSESSMENT

Mythos Group suggested a strategic initiative to improve the synergies between the commercial and marketing organization and all the regional theaters through the standardization and optimization of global-local capabilities.

- The worldwide marketing was not supporting localization requests from theaters in a holistic and consistent way.
- The sharing of cross-theater best practices was ineffective.
- Work was being done based on priorities and informal relationships without consideration for standardization.
- Their visible business outcomes and metrics process was too complex and needed to be simplified.

## WHAT WE DID




Mythos Group began by conducting a series of interviews with key stakeholders from worldwide marketing and regional theaters to fully flesh out the challenges and misalignments and define new processes to improve collaboration, effectiveness, and efficiency between the two.

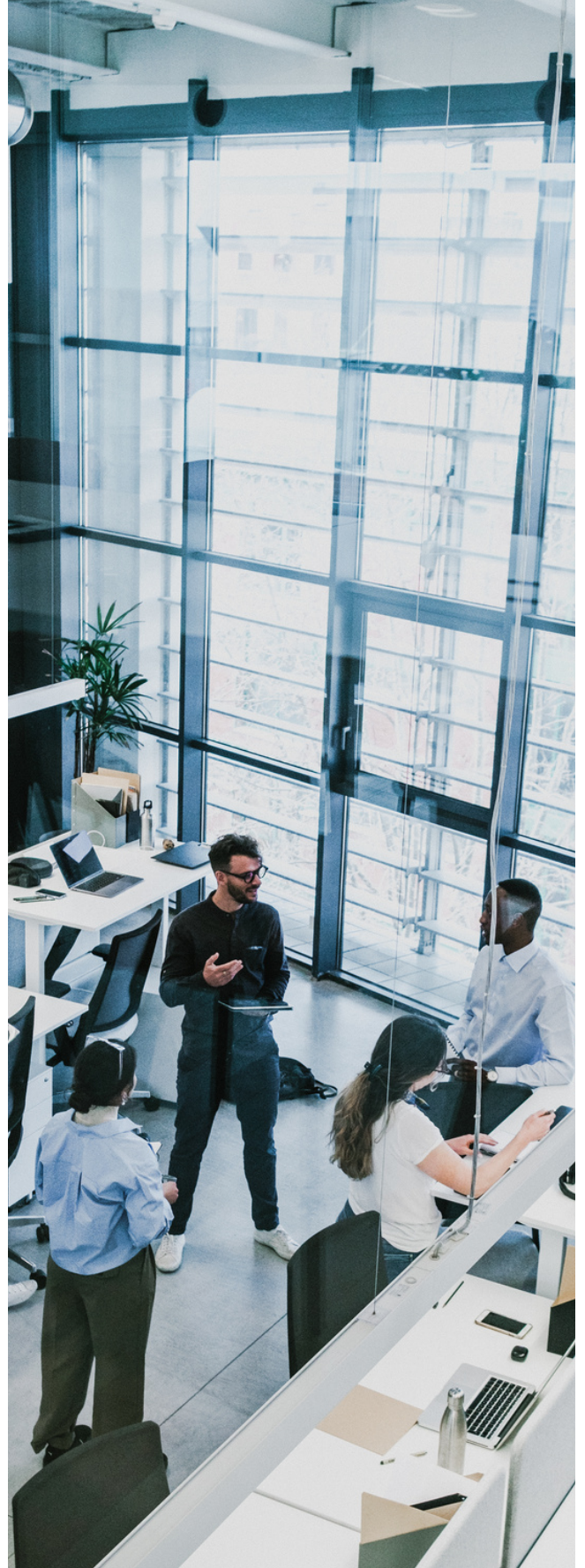
-  A change impact assessment was conducted to leverage a persona-based approach to identify key users impacted by improved collaboration workflows and what their pain points were.
-  Facilitated organization design workshops to identify organizational structures and realignment necessary to support the new marketing model.
-  An organizational readiness assessment was conducted to identify potential challenges that could arise during the transition.
-  To keep all stakeholders informed, a multi-channel communications strategy was developed.
-  A regional theater was identified to be a pilot candidate and a strategic roadmap was developed for the implementation.

## MAKING A DIFFERENCE

With the clarification of roles, expectations, responsibilities, and standardized processes, the desired shifts to the new marketing model were made.

## KEY RESULTS

-  Creation of a new marketing model
-  Improved collaboration
-  Optimized marketing processes



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Is your company equipped to optimize strategic processes?

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