

10 Companies that rock Strategic Account Management





Learn how companies across sectors leveraged KAM Tech to achieve growth, institutionalise KAM and pursue revenue goals with confidence.

In this eBook,

- Learn why extending your CRM to KAM Tech is critical to Key Account
- Importance of enabling KAM with Technology for Business Impact.
- KAM Success Stories

// ABOUT THE AUTHOR

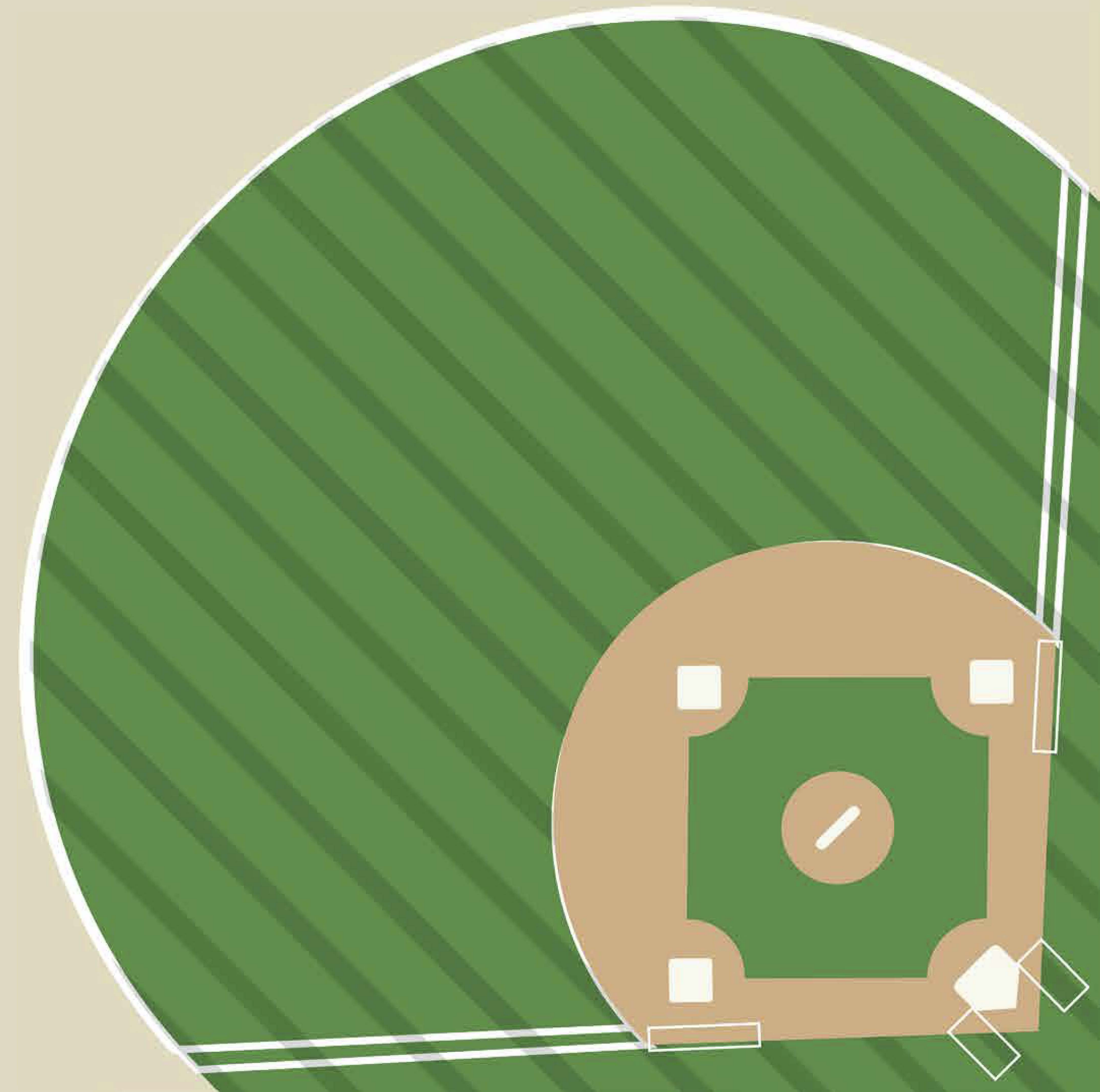
Milind Katti

Milind is CEO and Co-Founder of DemandFarm. Having practiced and evolved the 'Account Farming' principle for over a decade he established DemandFarm and is passionate about delivering the best B2B Key Account Management technology to serve the needs of Key Account Managers.

Prior to this, Milind co-founded DemandShore and built the process frameworks for Delivery and Operations. Milind is an Electronics and Communication Engineer with MBA in Marketing.

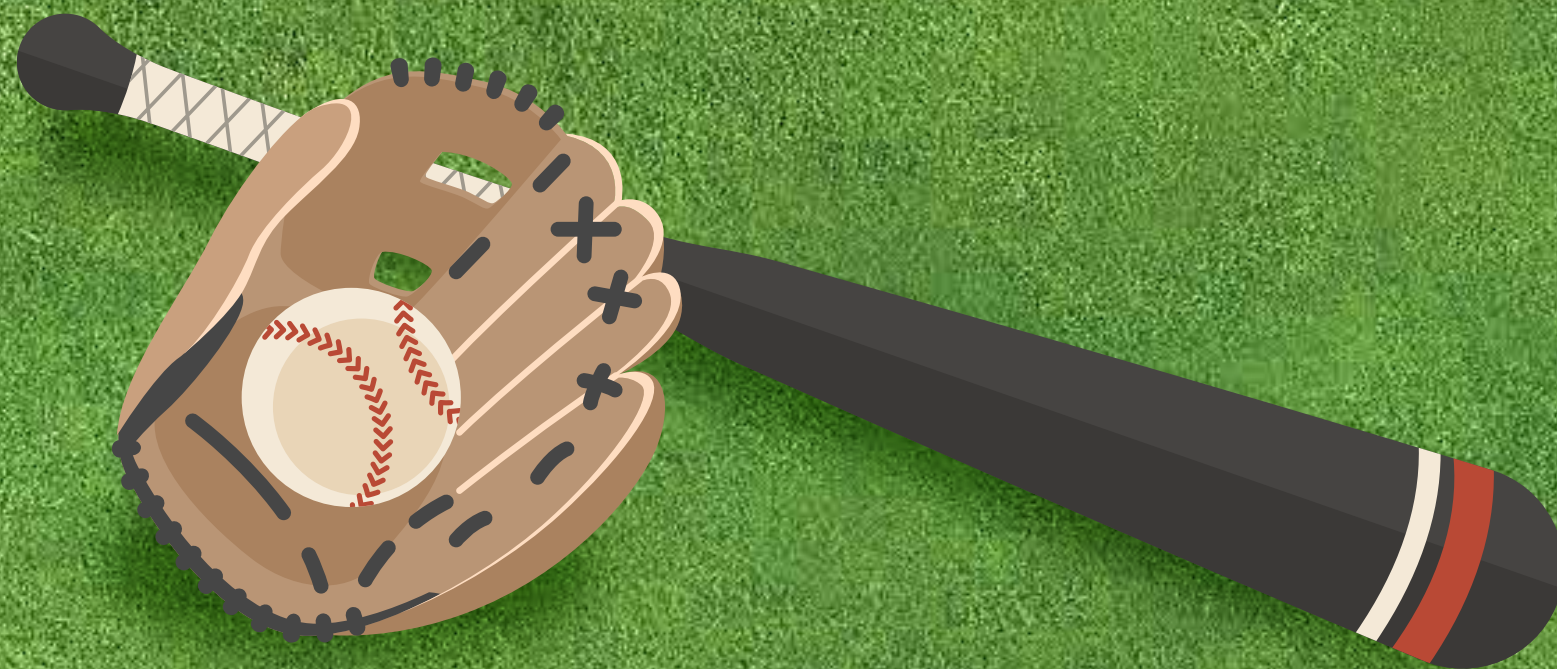
He is also an avid sports fan, voracious reader and above all a humanist.

B2B companies have complex **Key Accounts**, that generate almost **80%** of the revenues. Thus, it is necessary to **focus** on **Key Accounts** within the **CRM**.



CRMs do a great job when it comes to managing contacts and opportunities.
However, to manage Key Accounts, you need a specialised

Key Account Management Software To



- Get deeper understanding of Key Accounts
- To create account plans
- Track and govern those accounts

CRMs with a KAM software

- Will create focus on large accounts among a bunch of other accounts.
- Will have the ability to understand the depth and complexity of large accounts.
- Spotting cross sell upsell opportunities for growth for Key Accounts.
- Collaboration among the account team to build better relationship.



There is a need for not only specialised **KAM** processes,
but for enabling

KAM with technology for getting the right Business Impact



Scaling best KAM processess

Mu Sigma, is a Category-defining decision science and big data analytics company, helping enterprises systematize better data-driven decision making.



Challenges

Mu Sigma acquired initial 10 accounts through its innovative offerings and CEO's efforts. They had developed a unique way to manage and grow these accounts. In their second phase, they acquired 100 more Fortune 500 clients. So, the challenge was to scale and replicate the process for those new clients



Results

"DemandFarm helped them with scaling their next stage process with an intuitive, easy to use interface - ensuring quick adoption and easy insights.

85% of the revenue generated is now managed within DemandFarm."

Setting up KAM process

SLK Software, is a fast-paced technology and consulting company with a focus on Banking and Manufacturing with deep domain expertise across the entire value chain.



Challenges

SLK wanted to implement Key Account Management process after tasting initial success with their customers. They wanted to implement Account Planning process to gain visibility into account landscape/strategy.



Results

"DemandFarm became the main engine to set up KAM processes and consolidate its position amongst their clients.

75% of revenue generated is managed in DemandFarm."

Transforming Relationship Management

Kemp powers, always-on application experience (AX) for enterprises and service providers.

Kemp is trusted to power application experience for more than 20,000 customers and more than 50,000 application deployments in 115 countries.



Challenges

Kemp was having challenges in building new or expanding existing relationships in their target accounts. This was a priority for their Enterprise Selling Framework. While a list view was good, they needed something more to make it visual for their sales teams to drive more insights into their key contacts.



Results

DemandFarm being a 100% native app in SFDC helped Kemp scale the adoption easily. Our tools provided strong visual Org Charts and other key data points that helped in strategizing contact specific communication and meeting plans that drove the sales efforts in key accounts forward.

Great Org Chart Tool!

"We've been using the Org Chart tool for a couple of quarters now to support our Enterprise Selling Framework. The Tool itself is extremely easy to use and user friendly. I would highly recommend the Org Chart tool for anyone looking to improve rep productivity and effectiveness in SF."

- **Derry Heraty**, VP, Sales Operations

Adapts to Selling Methodology

North Highland is a leading change and transformation consulting firm, recognized for its deep expertise and collaborative, action-oriented approach. North Highland is among the select companies that Forrester, one of the most influential research and advisory firms in the world"



Challenges

"North Highland had invested in a sales methodology training, however putting it to practice in Salesforce was their biggest challenge.

In management consulting organisations like North Highland, it was critical to keep a constant track of relationships. They needed tools that were engaging with sales users and provided visual representation of key data points - for example identifying a key detractor or marking out a champion. "



Results

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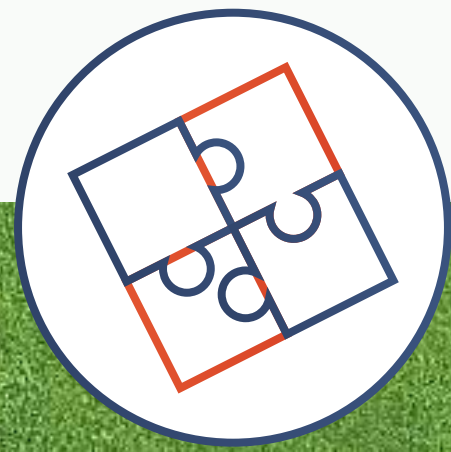
Impressive features

"This app has been one of the best additions to our Salesforce instance. Org Chart goes beyond just displaying an account's contact hierarchy. It provides an excellent view of your account team's relationship the client accounts"

- NH Salesforce Admin

KAM Solution for Strategic Sales

Demandbase, offers the only end-to-end ABM Platform that helps B2B companies identify, win and grow the accounts that matter most. The biggest and fastest growing companies in the world rely on Demandbase to drive their Account-Based Marketing strategies and maximize B2B marketing performance.



Challenges

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Results

DemandFarm became a single platform for clear visibility into their Strategic Accounts data with seamless automation using existing Salesforce data. With DemandFarm analysis and deeper insights in their merchant accounts, Braintree is now an institutionalized KAM process engine experiencing rapid growth.

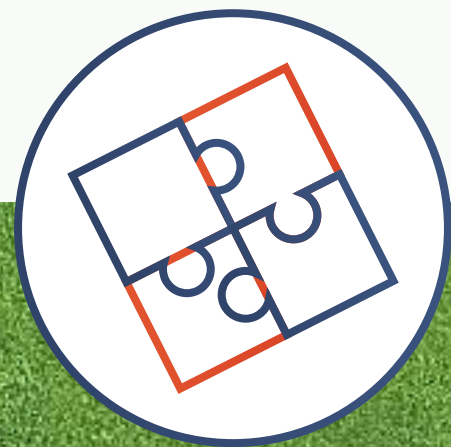
Great KAM Tool and Incredible Support

"We first implemented DemandFarm's KAM solution for our strategic sales team in order to help them with account planning. The tool is very easy to use and helps reps build a path to upsells in massive enterprise organizations. I would implement DemandFarm at any future company and recommend them to all in sales leadership."

- **Allison Blasco**, Director, Enterprise Sales

Whitespacing

LiveRamp, formerly known as Acxiom Corporation, an 880 Million company based in San Francisco, California offers an identity resolution platform.



Challenges

One of the biggest challenges that LiveRamp had to face was mapping their customer use cases to the relevant LiveRamp offering to cross-sell and up-sell. Another challenge was finding a simple yet effective account planning tool which is easy to adopt and scale.



Results

DemandFarm's Account Planner became the enabler to create a Customer Use Case vs LiveRamp Offering landscape. LiveRamp gets actionable insights through this landscape to farm and mine effectively in their top accounts.

Global Account Management enabled

Belden, a 2.3 Billion company headquartered in St. Louis, Missouri, designs, manufactures, and markets signal transmission products for demanding applications.



Challenges

A global initiative to build a team Global Account Managers led Belden to face their biggest challenge. Belden formed a team of Global Account Managers who will manage large accounts with the help of Regional Account reps. Since the business was spread across regions, various business units; the data was always in silos. There was no framework or process to institutionalize and view the data in one place for GAMs to collaborate with their account teams. Hence, building Account Plans and designating actionable to the respective reps was a challenge.



Results

DemandFarm consolidated all data for several accounts from multiple Salesforce instances into one single instance. DemandFarm is now single source of truth for all Global Accounts and provides pre- build proven frameworks and flexibility to preserve their own Strategic Account Management metrics for successful growth plans.

Institutionalizing Account Planning process

Diebold Nixdorf, Incorporated is a world leader in enabling connected commerce by helping automate, digitize and transform the way people bank and shop. As a partner to the majority of the world's top 100 financial institutions and top 25 global retailers, their integrated solutions connect digital and physical channels conveniently, securely and efficiently for millions of consumers each day.



Challenges

Despite having invested in expensive consulting engagements and previous tools, Account Planning continued to be driven in Powerpoint and Excel which impacted global framework rollouts and overall scale. Regular reviews using consolidated data was another major challenge, as annual and half-yearly reviews took up a lot of sales operations bandwidth. Repetitive bandwidth issues led them to explore a easy to adopt and scale solution from the market again.



Results

"DemandFarm helped attain an Integrated Account Planning process at Diebold through 'Account Planner'. All the reusable information from Salesforce.com could now be consumed by the tool to give actionable insights for Account teams. These Account Teams were also able to adopt the Online Culture and improve their cross functional collaboration like never before.

Account Planning and Governance became a continuous & managed process. "

From Contacts to Relationships

Duco provides technology that enables banks, brokers, asset managers and exchanges to normalise, validate and reconcile any type of data in Duco's cloud, providing firms with on-demand data integrity and insight. Duco provides self-service data engineering in the cloud that empowers users to normalize, validate and reconcile any type of data on demand."



Challenges

DUCO had a common challenge that every sales organisation faces in Salesforce.com : How do sales teams build Relationship Heat Maps with real-time data in Salesforce CRM in one place? Most Relationships and Influences were not visible across teams which impacted Opportunity Wins. They needed more than just list views of their contacts to deliver more on their sales revenues.



Results

"DemandFarm's salesforce.com native app, helped DUCO manage Contacts more effectively than before. With a simple Drag Drop functionality, DemandFarm helped build visual heat maps.

Contacts were transformed to Relationships views. Account Managers were able to keep a check on internal influences within their customer organizations. The heat maps now helped Account Teams take informed decisions in their Opportunity pursuits. Who to target? Who else to bring into the meetings? Who is our champion? These questions could be easily answered now."

Simple and straightforward

"We needed a simple way of seeing the organization of contacts at our accounts and this fit the bill. It is incredibly intuitive to set up and easily customizable. I can't imagine you would need more features that what it currently offers."

- **Byron Livernois**, Business Operations Manager

One Stop Shop for Account Planning

Tech Data, connects the world with the power of technology. Tech Data is ranked No. 88 on the Fortune 500® and has been named one of Fortune's World's Most Admired Companies for 11 straight years.



Challenges

One of the primary challenges that Tech Data had to face was to have a holistic view of their key accounts and multiple factors impacting the revenue associated with them. Tech Data needed an effective and scalable KAM process in no time that delivered cross-team collaboration during account planning.



Results

DemandFarm's Account Planner has helped Tech Data institutionalize the KAM process across the organisation in less than 3 months. Now the Account Managers are equipped with all account insights that may impact their active opportunities and leadership has global view of key accounts at click of a button. More importantly, they are able to effectively plan across regions and across multiple teams in a seamless manner.

One Stop Shop for Account Planning

“Demand Farm's Account Planner app, combined with the Org Chart app, provides a comprehensive and user-friendly application for simple or complex account planning. Implementation was seamless with Demand Farm's highly responsive support team.”

- **Donny Reblitz**, Consultant

Be a part of the league

-  Book a 30 Minute Demo

-  Write to us : sales@demandfarm.com