GoodData

Giving a New Meaning to Data Transformation

CSC

AT A GLANCE

Company: IT Services & Solutions, 80,000 employees

Customer Since: 2013

Solution: GoodData Platform

Use Case: Marketing Analytics

Favorite Metric: Revenue Contribution

Best Feature: Ability to continuously iterate & evolve

Results:

- 90 days to launch a customized solution
- Able to demonstrate a 206% increase in MQLs since launch
- Top-line insights on the full pipeline delivered to marketing & execs on demand
- Moved data modeling into a single, complete platform

Adapting to a Changing Business Environment

The first technology company on the New York Stock Exchange, for 55 years Computer Sciences Corporation (CSC) has been the leader in solving technically-complex business challenges for some of the biggest organizations in the world, including NASA, CNN, Coca Cola, Wells Fargo and more. By 2012, when new CEO Mike Lawrie joined the company, CSC had built a thriving business with just a few hundred top customers contributing a full 80% of revenue.

But things were changing in the business environment. While CSC had always succeeded on the strength of their reputation, relying on word of mouth and meetings with senior execs to find and close billion dollar contracts – the deals were starting to get smaller, and the conversation had become digital. Customers weren't asking their peers for recommendations so much as doing their own research online – completing a full 67% of their decision-making process before even talking to sales. Senior leadership realized the need to establish a marketing engine that would not only create brand awareness for the company, but also allow them to track the value and path of a lead as it traveled through the buyer's journey.

With more than 80,000 employees in 70 countries, one of their first challenges was centralization. Regional marketing and sales teams were using disparate automation and CRM tools, resulting in poor communication and overlap. Without a single source of truth, there were no shared KPIs by which to measure the effectiveness of their efforts. Nick Panayi, CSC's new Director of Global Brand & Digital Marketing, was tasked with spearheading the effort to develop a singular, best-practice model for demand generation and lead management.

Aligning Marketing Activities with Sales Results

Panayi and Christopher Marin, CSC's Head of Digital Marketing Ecosystem & Analytics, set out to integrate over 50 different digital systems into a single infrastructure, with Eloqua and Salesforce at the heart of the operation. Critical to its success would be the ability to use data to give executives insight into marketing's impact on the funnel and bottom line, strongly linking activities to sales outcomes with detailed attribution models. While they had access to some fairly sophisticated reporting within Eloqua and other systems, those tools were limited to analyzing data within their own domain. As Marin put it, "Most of these tools are fairly insular in the sense that they focus on the data within their walls. What we needed was a picture of the whole universe of data."

They began evaluating business intelligence solutions that could bring their cloud and on-premise data together. They needed something they could launch fast; spending a year on it wasn't an option. The tool had to be agile, allowing constant iteration as their

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digital ecosystem evolved. It had to be powerful enough to handle massive amounts of data. And cloud was a must. Said Marin, "In 2014, why would you choose anything else?" After evaluating numerous providers, they landed on GoodData. "GoodData was incredibly flexible and we knew it could handle our data demands. We were sold on the strength of the product and technical team."

Transforming a Company with Data-Driven Digital Marketing

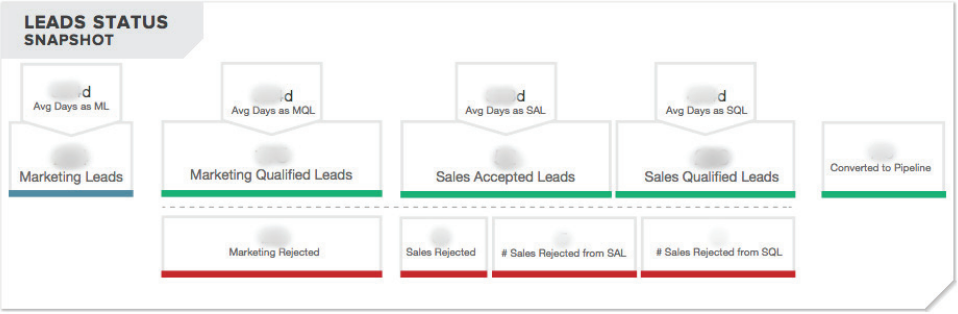
CSC worked with GoodData implementation partner Keboola to facilitate a speedy and successful launch that exceeded expectations in less than 90 days. Chris stated, "Keboola was absolutely phenomenal to work with. Not only were they able to iterate rapidly, but they challenged us to explore new ways to use the product beyond dashboarding, saying 'Why buy a Ferrari just to take it to the corner store?'"
With Keboola's help, soon CSC was building pipeline, attribution, scoring and other models within GoodData that they thought they'd have to create in other systems, all within a fraction of the time they had expected.

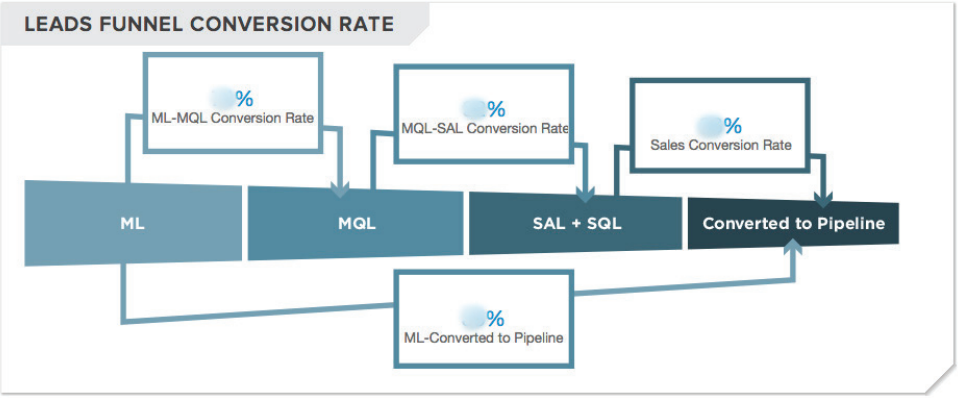
The resulting product, a fully-integrated digital ecosystem, pairing best-in-class demand generation and management with the market's most complete analytics platform, would prove nothing short of transformational for CSC. Not only were they able to achieve a significant growth rate in their MQLs, but they were able to demonstrate it – presenting top-level insights on an executive dashboard including key metrics like Marketing Qualified Leads, Marketing Sourced Pipeline, Marketing Assisted Pipeline and, a favorite, Total Contract Value.

Marin explained, "Without GoodData, none of this would have been possible. On every count – from the strength of the platform, to the level of customization, to the quick time to value – our expectations have been exceeded. We're so happy we chose GoodData."

"GoodData was able to handle literally every problem we threw its way. There's nothing else like it in the market."

Christopher Marin
Dir. of Digital Marketing Ecosystem & Analytics, Computer Sciences Corporation (CSC)





CSC Leads Status Snapshot.
All data has been genericized.