

Case study: Atos

A transformational journey



B2B Marketing

b2bmarketing.net

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Atos is a global leader in digital services.

With over 100,000 employees in 72 countries and annual revenues of circa €12 billion, the success of Atos is driven by a passion to take its clients on a journey of digital transformation and empowerment.

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The marketing challenge

Global success is not always the whole story.

In 2014, internal research by newly appointed Atos marketing director (UK&I) Cat Howard, revealed some major challenges for the marketing team.

The feedback Cat collected painted a picture common to so many successful B2B organisations: the marketing team were perceived internally as needing to be more proactive, aligned to the business and more visible to senior stakeholders.

There were some clear steps that needed to be taken in order to change that perception.

Restructuring and upskilling the marketing team was a priority, alongside creating a strategic marketing function that was business goal aligned, and building up team morale and motivation.

In short, it was time for the marketing team to undergo a transformation journey of its own.

Breaking out of the bubble

An immediate challenge for the UK&I marketing team was to reach out and breathe in some fresh insight and experiences from the wider industry.

“The team needed access to structured, formal training from the world of industry experts, to network with outside peers and learn from the experiences of other organisations”, said Cat Howard.

Team Reinvigoration

"It was clear from talking to the B2B Marketing client support team that they could provide the support we needed to restructure, up skill and reinvigorate the team," Cat added.

"They understood the challenges we faced, had a deep knowledge of tech and B2B and offered a broad range of solutions to support the transformational journey our team needed to embark on."

The solution

The B2B Marketing client care team put together a package designed specifically to support Atos on its marketing transformation journey, including Enterprise membership, face-to-face and online training packages, B2B Marketing Awards submissions, event delegate places and corporate membership.

Every member of the marketing team attended at least two training sessions (with best practice sharing among the whole team following each course).

Every team member attended at least one of B2B Marketing's three annual industry events, and the whole team submitted entries into the B2B Marketing Awards for recognition of their achievements.

"The changes within the team were dramatic"

The outcome and results

"The changes within the team were dramatic," said Cat. "Each team member quickly began to grow in confidence and capability, bringing in fresh marketing ideas from outside of the business and becoming bolder, braver marketers."

Over the next 12 months the marketing team underwent a complete transformation.

A follow-up internal survey showed that 100 per cent of respondents perceived the team as adding value.

The marketing team's results following the process speak for themselves:

£687 million

of new sales pipeline

227

new deals in the pipeline through 15 campaigns

£1.5 billion

of pipeline supported across 83 bids

£15.23 million

of closed deals generated by marketing

22

new Atos client advocates nurtured

Winners

of the Best use of direct mail and Most successfully commercial campaign awards at the independently judged B2B Marketing Awards

Cat Howard

awarded Marketer of the year at the independently judged B2B Marketing Awards

What's next for Atos?

The marketing transformation journey for Atos has just begun, and couldn't have begun in a more spectacularly successful way.

"My vision is for marketing to become the driving force behind our business success," said Cat. "I want the Atos UK&I marketing team to be known as a centre of bold, brave and excellent work that marketers aspire to join."

Working together, B2B Marketing and Atos have crafted an even more comprehensive package covering all B2B Marketing events and training.

As part of the team development package, B2B Marketing's editor-in-chief, Joel Harrison will visit Atos' marketing team to update them on the latest, crucial developments in the B2B marketing space, and the team will be attending B2B Marketing's quarterly networking events to network with and learn from their peers.

All of this is designed to inspire Cat's team to embody that bold, brave and excellent marketing team vision – a team that continues winning at awards ceremonies and in business.



B2B Marketing

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Find out more

B2B Marketing provides research, training, events, networking, skills audits and the Blueprint marketing transformation programme to help your team achieve the same transformational success as Atos.

To find out how:
Go to b2bmarketing.net/join
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