

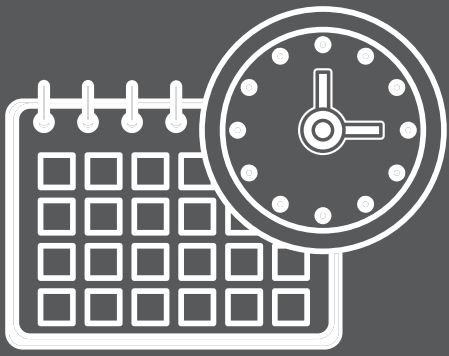
The background is a black and white photograph of a bridge, likely a suspension bridge, with light trails from vehicles creating a sense of motion. A large, semi-transparent circular graphic is overlaid on the right side of the image.

**CDM**  
M E D I A

**ACCELERATING  
SALES IN THE AGE OF  
DIGITAL TRANSFORMATION**



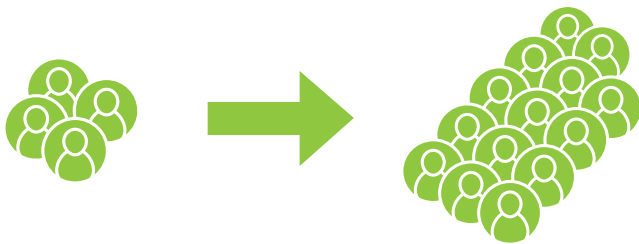
**DIGITAL TRANSFORMATION** IS FUNDAMENTALLY CHANGING  
THE WAY ENTERPRISES CONSUME TECHNOLOGY



# SALES CYCLES ARE GETTING **LONGER** AND **MORE COMPLEX** THAN EVER

## B2B Tech Purchasing Teams

TODAY: **14 people**



2009: 4 people

## B2B Tech Purchasing Cycle

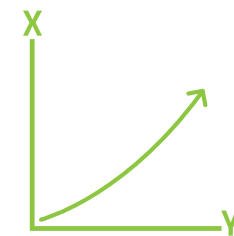
TODAY: **16 months**



Buyers are not engaging solutions providers until 50% + through purchasing cycle

## B2B Tech Sales Cycle

TODAY: **7.4 months**



Increased by 64% in less than a decade

2009: 4.5 months



# AS ENTERPRISES **DIGITALLY TRANSFORM**, OLD MODES OF CONSUMPTION ARE GIVING WAY TO AN INTEGRATED, 360° MODEL OF PURCHASE

## Digital Era Mode of IT Purchasing

Enterprise-wide deployments

Strong relationships between vendors/suppliers and senior IT leadership

Holistic view on solutions and ecosystem integration to fuel agility & innovation

Shared vision on digital future of the organization

Shadow IT license purchases by LOB executives

Short term, band-aid purchases to address new tech challenges

Siloed vendor hardware/software

Transactional relationships with vendors/suppliers

## Old Mode of IT Purchasing

# DIGITAL TRANSFORMATION IS REMAKING ENTERPRISES IN EVERY CORNER OF THE GLOBE

89%

Of global enterprises have plans to adopt/have already adopted digital-first business strategies

\$2

TRILLION

In annual spending on Digital Transformation projects by 2020

ONLY

1/3

Of outcomes delivered so far on Digital Transformation to date



# THE IMPACT OF **DIGITAL TRANSFORMATION** AFFECTS EVERY INDUSTRY AND BLURS THE LINE BETWEEN INDUSTRIES, AS COMPANIES BECOME “DIGITAL FIRST” AND LEGACY INDUSTRY SECOND

Insurance

A close-up photograph of a hand holding a pen and signing a document. The document has the word "INSURANCE" printed on it. The image is overlaid with a semi-transparent green filter.

Manufacturing

A close-up photograph of a mechanical gear or cogwheel. The image is overlaid with a semi-transparent green filter.

Retail

A photograph showing a hand inserting a credit card into a payment terminal. The image is overlaid with a semi-transparent green filter.


Healthcare

A photograph of a stethoscope resting on a laptop keyboard. The image is overlaid with a semi-transparent green filter.

Government

A photograph of the dome of the United States Capitol building. The image is overlaid with a semi-transparent green filter.

Finance

A photograph of a hand holding a small white piggy bank. The image is overlaid with a semi-transparent green filter.

Energy

A photograph of several wind turbines in a field. The image is overlaid with a semi-transparent green filter.



# THE **NEXT GENERATION** OF BILLION-DOLLAR TECH COMPANIES AND **INDUSTRY LEADERS** WILL BE THOSE WHO ADAPT THEIR SALES PROCESSES TO:

Sell top-down and build strong C-Suite relationships for enterprise-wide deployments

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Shorten sales cycles to be solution provider of choice and edge out competitors

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Share vision with the IT organization of their digital future

Integrate seamlessly into partner ecosystems and improve interoperability

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Challenge prospects and customers to educate with new insights and approaches

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Engage enterprises earlier in their purchasing cycle before they've moved to RFP

# THOSE WHO FAIL TO ADAPT TO THIS NEW SELLING ENVIRONMENT **WON'T LAST LONG**

Average tenure of a  
VP of sales executive  
plummeted to 6 quarters (19  
months), down almost 3  
quarters from 2010



Marketers now have higher  
turnover rate than any other  
role in tech



↑60 % of venture-backed  
tech companies still fail







WHO IS **WINNING** WHEN IT COMES TO  
**ACCELERATING SALES** IN THIS NEW DIGITAL ENVIRONMENT?

**CDM**  
MEDIA

# Rimini Street®

Engineered for Support™

## A DAVID vs GOLIATH SUCCESS STORY

*"We get millions of dollars of deals from the CDM Media CIO events because we can have real conversations with CIOs we otherwise would not have gotten access to..."*

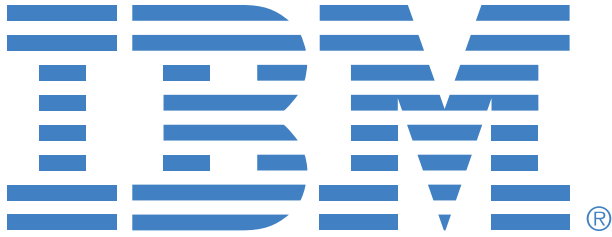
– President, Rimini Street



[DAVID VS GOLIATH](#)

**LEARN MORE**

About [how Rimini Street took on Oracle & SAP](#) with CDM's help



*“When we can get in contact with the key decision makers on these deals, and do that earlier...it’s going to improve the sales cycle for us.”*

**– Executive Architect, IBM**



**IBM BUILDING BETTER RELATIONSHIPS**

**SAVING  
TIME  
AND  
RESOURCES  
WHILE  
MOVING  
THE  
NEEDLE**

**LEARN MORE**

About [how IBM is building better relationships and increasing sales](#) with CDM’s help





# A survival story of an almost impossible turnaround

*“Being able to tie [marketing dollars spent] through to revenue generation is becoming so much more significant...and CDM provides, in my experience, the greatest return on that marketing dollar ”*

– Enterprise Account Manager, Blackberry



[Blackberry Success Story](#)

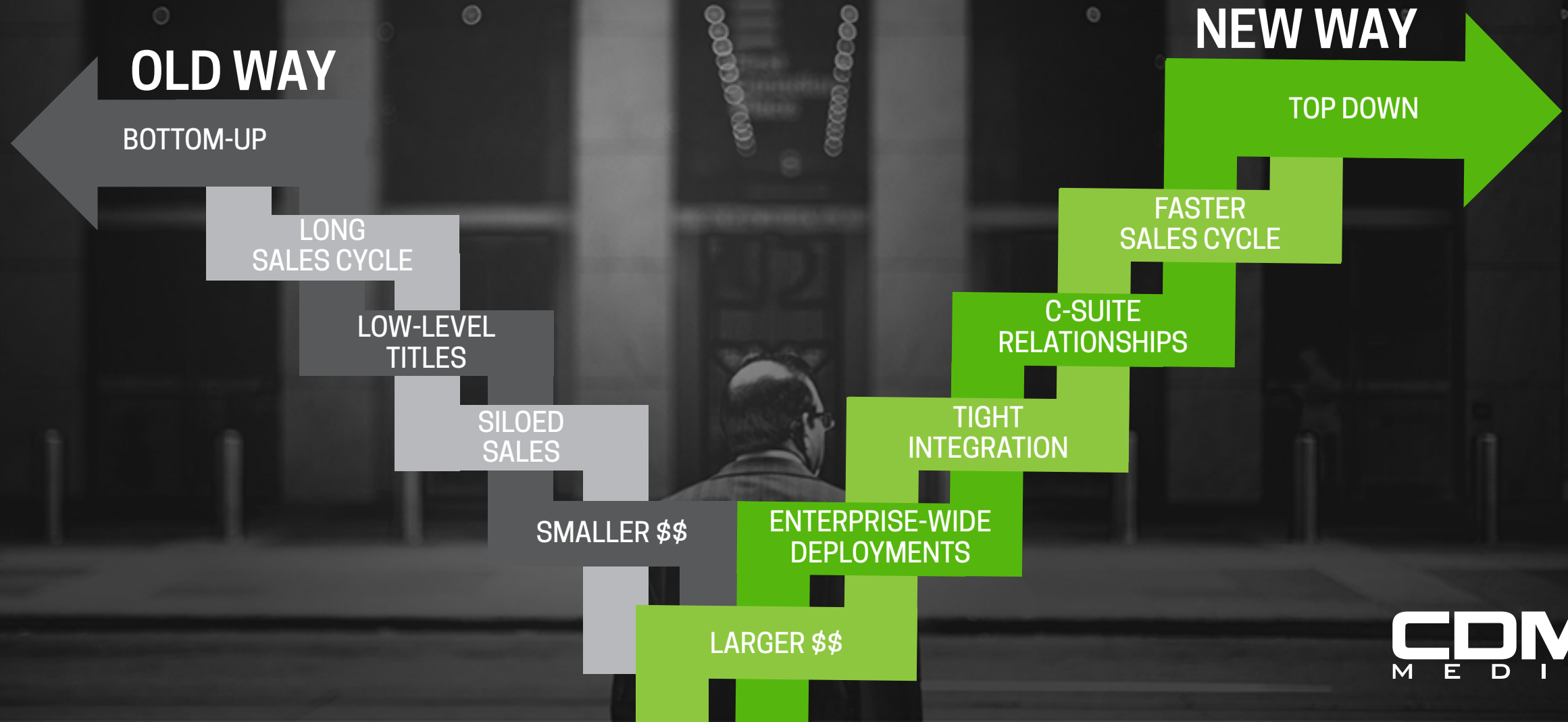
## LEARN MORE

About [how Blackberry changed their customers perceptions and returned from the brink](#) with CDM's help

A black and white photograph of a modern office interior. Three people are silhouetted against a large floor-to-ceiling window. They are standing and looking out at a city skyline, which includes several tall skyscrapers. The office has a polished floor that reflects the light from the window. A bag is on the floor in the lower left. The text 'WHAT DO THESE COMPANIES HAVE IN COMMON?' is overlaid on the image, with 'HAVE IN COMMON?' in green.

WHAT DO THESE COMPANIES HAVE IN COMMON?

# EMBRACING THE NEW SALES PROCESS IN THE AGE OF DIGITAL TRANSFORMATION





A black and white photograph of a person walking away from the camera down a long, curved corridor. The corridor has a curved ceiling with recessed lights and a curved wall on the right side with large glass panels. The floor is polished and reflects the lights. The person is walking towards the end of the corridor, which is slightly out of focus.

HOW DOES A COMPANY **SHORTEN** ITS PATH  
TO NEW REVENUE IN THIS ENVIRONMENT?

# WELCOME TO THE CDM MEDIA SALES ACCELERATION PLATFORM:

## ABM ON STEROIDS

### KEY ACCOUNT TARGETING

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- Regional
- Vertical
- National

### CXO SUMMITS

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- Half Hour Business Meetings with selected Accounts
- Exec Thought Leadership
  - C-Suite networking
- Collaboration and Discussion

### EXECUTIVE ROUNDTABLE DINNERS

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- Intimate, focused audience with key accounts
- Thought leadership & Discussion
  - Deep-Dive Networking
  - Exclusivity

### CUSTOM PROGRAMS

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- Turnkey event delivery
- Targeted accounts
  - Exclusivity

### DIGITAL DEMAND GEN

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- C-suite IT audience of thousands
  - Content engagement
- Segmentation around key industries and accounts

### GROWTH HACKING (SALES/MARKETING CONSULTING)

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- GTM strategy advisory
- Sales acceleration advisory
- Growth strategy advisory

# WE **SHORTEN THE PATH TO REVENUE** FOR THESE COMPANIES AND MANY OTHERS

## LARGE ENTERPRISE

IBM.



Google

SAMSUNG

RSA



## HIGH GROWTH

Rimini Street

Engineered for Support™



FORTINET®



EQUINIX

## EARLY STAGE

esentire®



Prevoty



cherwell

Accellion<sup>↑</sup>





**YOU NEED**  
TO ACCELERATE YOUR SALES.

**YOU NEED**  
TO CLOSE MORE DEALS.

**YOU NEED**  
TO MOVE THE NEEDLE.

**WE CAN HELP.**

#salesacceleration

**CDM**  
MEDIA

# THE END



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