

COMMERCIAL GROWTH

Navigating Complex Business Units for Tailored ERP Solutions in Automotive

SECTOR

Technology &
Software Solutions

GEOGRAPHY

Global

CLIENT

A premier provider of
ERP systems and cloud
solutions

ENGAGEMENT

Customized Enterprise
Resource Planning
(ERP) and Cloud
Solutions

THE OUTCOME

400+

Key accounts served

Scaled from an initial account base to a repeatable model

40%

Solution adoption rate

Among targeted accounts

35%

Growth in market coverage

With a significant enhancement in customer trust

THE SITUATION

To empower leading automotive manufacturers with tailored ERP solutions, the client, a premier provider of ERP systems and cloud solutions, aimed to understand and address the intricate organizational hierarchies within their CIO and CFO divisions.

This objective stemmed from the client's commitment to driving innovation and efficiency across diverse industries, ensuring seamless integration of ERP technologies amidst rapid digital transformation in the automotive sector.

WHAT COGNITION DID

- **Strategic Account Intelligence:** Engaged in extensive executive research to understand key decision-makers' needs deeply, ensuring targeted executive engagement.
- **Customized Mapping:** Business Unit Organogram Analysis enabled the creation of tailored representations of the client's internal structure, facilitating precise targeting for the ERP suite.
- **Value Proposition Tailoring:** Through Solution Alignment Workshops, ERP functionalities were aligned with client-specific processes and pain points, ensuring tailored value propositions.
- **Insight-Driven Strategy:** Persona-Driven Marketing Plans outlined clear engagement strategies for identified leads, catering to their influence and interests.
- **Holistic Engagement:** Comprehensive Organizational Tree Charts elucidated connections within the client's corporate hierarchy, accompanied by individual stakeholder data compendiums.

THE RESULTS

- **Enhanced Decision-Maker Engagement.** Deployed intelligence-driven strategies to improve engagement with top decision-makers, leading to a 30% increase in strategic meetings and a 20% uplift in partnership opportunities.
- **Operational Efficiency and Solution Adoption.** Streamlined internal processes and tailored ERP solutions increased operational efficiency by 25% and solution adoption rates by 40% among targeted accounts.
- **Scalable Growth and Market Expansion.** Expanded strategic account services to over 400 key accounts, demonstrating a scalable model that led to a 35% growth in market coverage and a significant enhancement in customer trust.