Lean Focus

teradata.

TERADATA MEASURABLY IMPROVES LEAD GENERATION, REVENUE FORECASTING, AND OPERATIONAL PROCEDURES AS A DIRECT RESULT OF COACHING FROM LEAN FOCUS.

PROBLEM/ SITUATION

" [WE] STRUGGLED TO CREATE RESULTS-FOCUSED ACTIONS PLANS, WHICH MADE IT DIFFICULT TO MEASURE THE IMPACT OF INITIATIVES."

As a world leader in pervasive data intelligence, Teradata helps clients more easily access and interpret relevant data, regardless of scale or query volume. They enable their clients to make decisions that are not only well-informed but transformative.

However, Teradata didn't have a standard system for driving continuous improvement. Without an effective problem-solving methodology to rely on, Teradata lacked the executional rigor necessary to consistently reach their ambitious goals and objectives. In particular, the marketing department struggled to create results-focused action plans, which made it difficult to measure the impact of marketing initiatives.

"We needed to tighten things up," said Jennifer Jackson, Vice President of Marketing, Strategy, and Operations at Teradata. "We needed to get better at operationalizing our vision. We also needed a set of tools that would help us identify where to spend our time and money."

SOLUTION

" WE HAD A SOLID FOUNDATION, BUT LEAN FOCUS COACHED US TO REACH NEW LEVELS IN TERMS OF HOW WE DEPLOY OUR STRATEGY AND MANAGE OUR KPIS."

Teradata reached out to Lean Focus to help them excel in three different areas:

STRATEGY DEPLOYMENT | **DAILY MANAGEMENT** | **PROBLEM- SOLVING**

Lean Focus kicked off their program with a weeklong boot camp for thirty members of Teradata's enterprise-wide senior leadership team. Each team at the boot camp worked on a real-world business problem to apply the methodologies they had learned. At the end of the week, Teradata's employees left with clear action plans, key performance indicators (KPIs), and actionable next steps.

Following the boot camp, Lean Focus provided further coaching for Teradata's global marketing team to develop a value-stream mapping and problem-solving process. This allowed the marketing team to start addressing business improvement priorities. Lean Focus also helped the marketing team establish standard KPIs, a new cadence for operational reviews, and initiative action plans.

Finally, Lean Focus conducted several transactional kaizen events to improve Teradata's lead generation processes.

"We had a solid foundation," said Jennifer, "but Lean Focus coached us to reach new levels in terms of how we deploy our strategy and manage our KPIs."

" DAMON [BAKER, THE FOUNDER OF LEAN FOCUS] IS REALLY EASY TO WORK WITH. HE HAS ADDED VALUE TO EVERY SINGLE SESSION WE'VE HAD WITH HIM. HE MAKES US THINK DIFFERENTLY AND ACT SMARTER. HE'S BEEN A TRUE PARTNER AND FANTASTIC COACH FOR US."

JENNIFER JACKSON
Vice President of Marketing, Strategy, and Operations, **Teradata**

THE PROCESS

> **WITH THE PROBLEM-SOLVING PROCESSES THAT WERE PUT INTO PLACE, WE WERE ABLE TO ELIMINATE A RANGE OF PROBLEMS."**

MARKETING ACTIVITIES

MARKETING QUALIFIED LEADS

NURTURING ACTIVITIES

SALES QUALIFIED LEADS

SALES FUNNEL **MANAGEMENT**

WON/LOST

RESULTS

> **WE REALLY FOCUSED ON DRIVING IMPROVEMENT IN OUR DIGITAL PRACTICES, SUCH AS WEBSITE FORM COMPLETION."**

LEAD GENERATION IMPROVED BY

40%

More effective waste elimination in the transactional lead generation processes improved the quality and quantity of leads that entered Teradata's sales funnel.

REVENUE FORECASTING ACCURACY HIT

99.99%

"We update our spend forecast on a monthly basis, but we were not doing a fantastic job of forecasting accurately," said Jennifer. "With the problem-solving processes that were put into place, we were able to eliminate a range of problems."

THE MARKETING DEPARTMENT BECAME

EVEN MORE EFFECTIVE

Lean Focus taught the Teradata marketing team techniques to improve problem-solving, daily management, strategy deployment, and value-stream mapping. They also established clear departmental priorities, metrics, and actions to optimize the marketing team's resources and budget. Teradata then used that newfound knowledge to build a stronger, more capable workforce that solves problems and drives results. "We really focused on driving improvement in our digital practices, such as website form completion," said Jennifer.