

Rolling Out an Effective GTM Model to Streamline Execution

Establishing Cross-functional Success with the Revenue Growth Office

Revenue
↑ \$1.8B+

Challenge

Teradata was in the process of rolling out a new go-to-market (GTM) model globally, but they faced challenges in implementing it. The rollout of changes was done using a **central GTM office** instead of a geographically distributed method, leading to **higher friction**. Cross-function coordination was also hampered by **poor alignment** between operational functions and theater leadership, leading to **missed deadlines** and **inconsistent execution**.

Opportunity

SBI collaborated closely with Teradata to establish a cross-functional project management office to coordinate rollout and execution excellence:

1. **Ensure coordination and clarity** in execution while mitigating operational risks
2. **Execute GTM changes** across talent and sales organization
3. **Create new frameworks** and workstreams to better align functions with FY22 plan

SBI Response

SBI partnered with Teradata to establish a cross-functional **Revenue Growth Office** (RGO) aimed at managing all GTM initiatives going forward. They developed **clear success metrics** and established sequenced change management to **effectively transition** the organization to the new GTM model. SBI also helped to **develop tools and benchmarks** necessary for Teradata's FY22 growth strategy, defining clear roles and **streamlining execution**. To ensure continued progress towards their goals, SBI created comprehensive handoff documentation to help the company **manage and evolve** the RGO going forward.

Key Results



RGO Established

to drive transformation
in FY22



15%

increase in seller
productivity



8%

reduction in GTM expense