



■ BACKGROUND

Alstom is the world leader in integrated power plants for the production of electricity and air quality control systems. Alstom has solutions for all energy sources (coal, gas, nuclear, fuel-oil, hydropower, wind) and is a leader in innovative technologies for the protection of the environment

■ CHALLENGES

Deficient go-to-market capabilities and “one size fits all” marketing strategy resulted in unrealized opportunities

■ APPROACH

Completed a go-to-market (GTM) diagnostic to assess capabilities and identify possible opportunities

Quantified capabilities based on three metrics – share of wallet, cross-sell and new customer acquisition

Developed GTM Roadmap to prioritize and articulate the specific project needed to capture benefits

Over a 20 month period focused on GTM capabilities beginning with the development of a customer segmentation approach for all customers

Developed corresponding marketing and service tactics to address differences in customer segments

Trained sales, service and product management teams

Developed Excel based opportunity identification and pursuit application

RESULT

Enabled organization to capture \$1.5M in share of wallet, cross-sell and new customer acquisition opportunities in the last quarter of their fiscal year

