



Digital Workplace GTM Strategy Recommendations

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High-Level Summary

Top recommendations for shifting GTM strategy for Fusion

1. Prioritize Customer Support use case in Digital Workplace marketing
2. Target Financial Services and High Tech industries
3. Expand Digital Commerce audience to B2B prospects
4. Fast-track development of Q&A technology to augment Customer Support





Recommendation #1

Prioritize Customer Support use case

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Prioritize **Customer Support** use case

- Sell Customer Support to Business,
Cross-sell Enterprise Search to IT (easier than vice versa)
- Ease of calculating ROI: Customer Support > Enterprise Search
- Budgets & influence: Business > IT





Recommendation #2

Target Finance & High Tech Verticals

Recommendation #2a

Target **Financial Services** industry

- Enterprise Search
 - Intersects financial information sources in new ways
 - Allows analysts to see trends/relationships more clearly
 - Enables competitive differentiation, more effective sales of financial products



Recommendation #2a

Target **Financial Services** industry

- Customer Support
 - Consumers turn to websites with intentions of self service
 - Firms want to understand customer intent, route them optimally on website
 - Shutdown of GSA created vacuum, sense of urgency to find search replacement —> Lucidworks
 - Fidelity's Next-Generation Online Search (NGOS)
 - Improve search experience to enable next-step actions & call deflection
 - Accelerate business objectives, reflect FinTech leadership



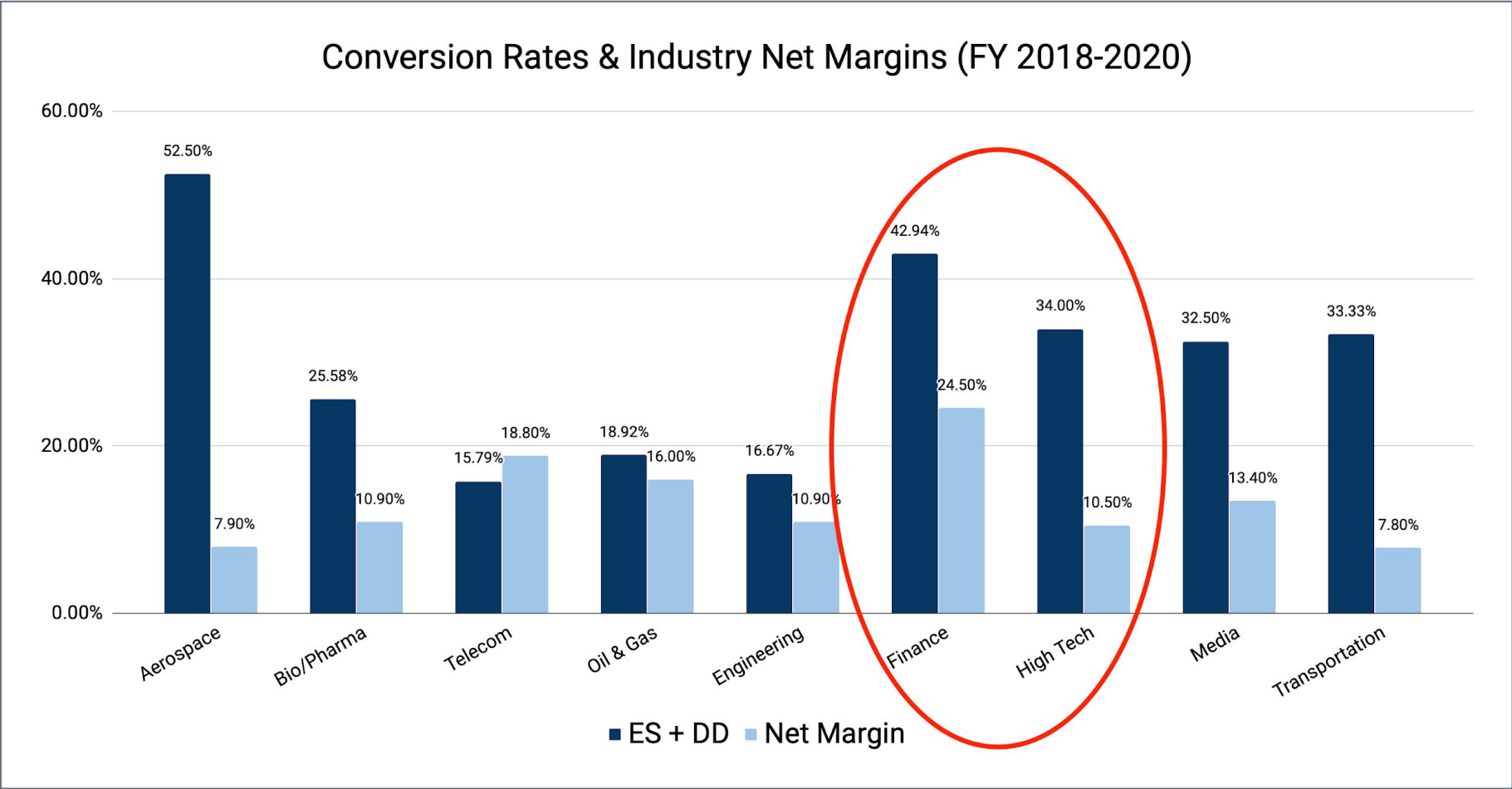
Recommendation #2b

Target **Information Technology** industry

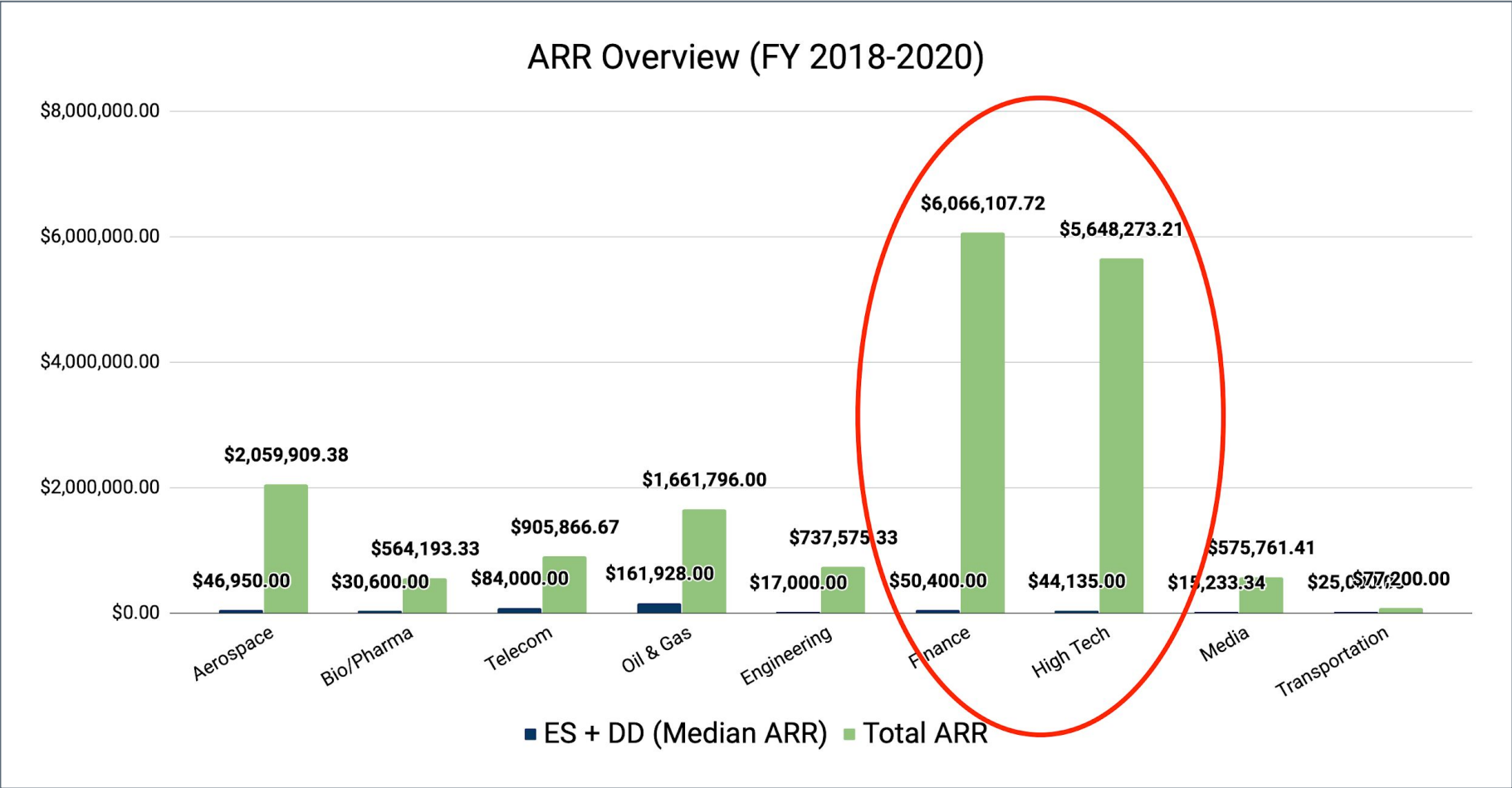
- Tech firms depend on *innovation* to maintain competitive edge—more than any other industry
- Corporate innovation = crowdsourcing ideas from employees
- Innovation success hinges on employee engagement in ideation process, demanding comprehensive access to information assets



Recommendation #2



Recommendation #2





Recommendation #3

Expand Digital Commerce to B2B

Recommendation #3

Expand **Digital Commerce** to B2B

- Current view of commerce constricted: all use cases involve interactions between retailers and consumers
- However, many companies...
 - Engage in commercial interactions outside of consumer retail
 - Own valuable content assets from which they can create new revenue streams
 - Could be considered content publishers, regardless of vertical



Recommendation #3

Expand **Digital Commerce** to B2B

- With broader definition & audience for “commerce,” Digital Commerce would give 7-27% uplift in findability & add-to-cart conversions
- POC potentially more compelling & easily demonstrated to Digital Commerce prospects, as marketing professionals more engaged with content & better able to internally justify investment (versus IT professionals with DW)





Recommendation #4
Fast-track development of Q&A

Recommendation #4

Fast-track development of **Q&A system**

- General Market Opportunities
 - Customer Support: consumer-facing FAQs and/or call centers
 - Lucidworks Fusion User Base



Recommendation #4

Fast-track development of **Q&A system**

- Industry-Specific Market Opportunities
 - Rapidly growing interest in Q&A among Financial Services: banks and insurance companies
(Morgan Stanley budgeted \$5 million for Q&A product)
 - High value potential for Airlines and Telecoms



THANK YOU

A 3D rendering of a teal ribbon with a dark blue shadow, looping around the text 'THANK YOU'. The ribbon is positioned behind the text, creating a sense of depth and movement. The text is in a dark blue, sans-serif font.