

# STEP | Digital Engagement WS for B2B Marketing & Sales

## An accelerator to align key stakeholders within the opportunity

Digital Engagement Workshop for B2B Marketing and Sales is a service that enables organizations to accelerate early stages of discovery or help organizations that fails to see the ROI of the initial D365 investment, within the business domains of Marketing and Sales.

Microsoft  
Partner



Gold Application Development  
Gold Application Integration  
Gold Cloud Customer Relationship Management  
Gold Cloud Platform  
Gold Cloud Productivity  
Gold Collaboration and Content  
Gold Customer Relationship Management  
Gold Data Analytics  
Gold Data Platform  
Gold Datacenter  
Gold Enterprise Mobility Management  
Gold Enterprise Resource Planning  
Gold Identity and Access  
Gold Project and Portfolio Management  
Gold Windows and Devices

59%

of businesses take up to six months, and 17% up to a year to fully adopt and implement a marketing automation platform

86%

of marketers say ease of use is the most important criteria choosing a marketing automation platform

44%

of them are not satisfied because their Marketing Automation software is too hard to learn

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## For whom ?

The offer is aimed at Business owners, typically Marketing and/or Sales Director who want to modernize their sales and marketing capabilities or the CIO that wants drive ROI from a Microsoft cloud platform strategy - Business Applications, Power Platform & Modern workplace. Whom initially needs to build the internal engagement, understanding and tangible evidence of the opportunity associated. Where the aim is to accelerate organizations realization within early stages of discovery or to help organizations that have done the initial investment but fails to realize the ROI.

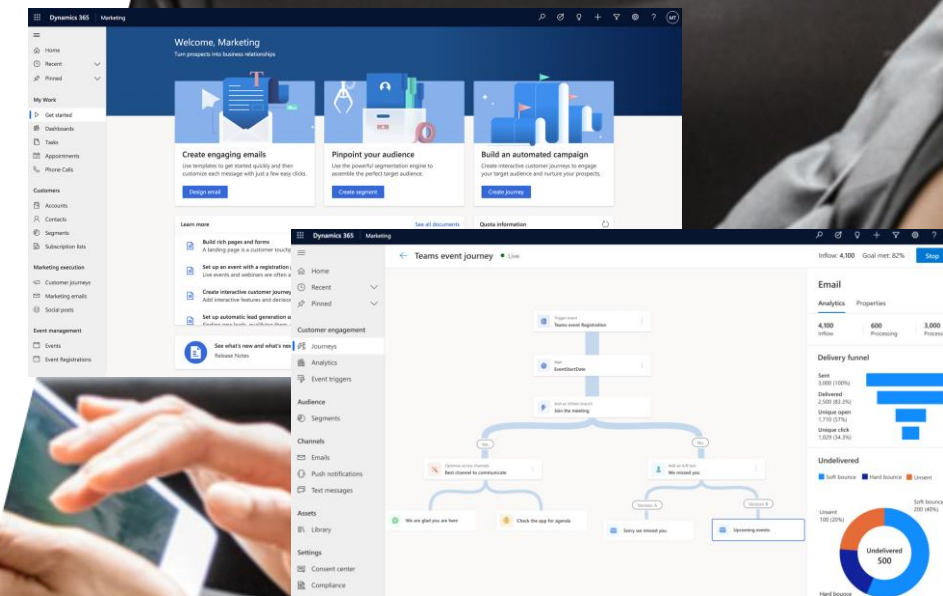
## How is it delivered?

Digital Engagement Workshop for B2B Marketing and Sales is part of Innofactor's STEP framework and is an accelerator service with a set of **preparational activities**, a **3-hour workshop** and a **follow-up summary and recommendation meeting** to provide a next step as basis for decision. It is created to drive business outcomes by accelerating the adoption of key workloads within the complete Microsoft stack.

## What is the expected result?

The workshop aims to act as an important first step and accelerator that empowers organizations within;

- Aligning internal key stakeholders within current state - challenges & needs.
- Aligning key stakeholders within the digital vision and associated business outcomes.
- To take action by identifying the next step and associated costs towards achieving the vision.



 **D365 for Marketing & Sales**  
Automated, Intelligent and Customer Engaging



# STEP AS A CONCEPT

Innofactors STEP offer is designed for the purpose of initiating the journey within optimizing service organizations core capabilities. It's all about enabling organizations to think big and take small accelerated steps towards achieving that vision.

STEP consists of services tailored to identify the customers unique needs and managing those by breaking it down and providing a natural next step.

In close collaboration together with the customer our subject matter experts drive and facilitates the work to ensure a solution that meets the customers needs.



# STEP – Empowers individuals and organisations within digital innovation

