

## CASE STUDY: SIEBEL RE-POSITIONING

**How can a leader keep its edge in a constantly shifting market? In the midst of dramatic change, Siebel tapped the expertise of Pearson & Co. to help them craft, iterate, and communicate a compelling story that would redefine their category and reassert Siebel's dominance, even during a merger with Oracle.**



### Here was the challenge.

Siebel needed to articulate a vision for the next generation of customer relationship management that positioned the company ahead of a shifting market and recognized how disruptive technologies such as hosted software and service-oriented architectures were changing customer demands.

### So how did they address it?

Siebel was prepared to announce significant innovations in their portfolio, including integrated business analytics, business process enablement, and componentized technology. They needed a new value proposition that articulated the benefits of those innovations to customers and reinforced Siebel's leadership over other players in the space.

### What did Pearson & Co. do for Siebel?

First, we interviewed key sales reps and marketing stakeholders to uncover customer concerns and extract Siebel's strengths and opportunities vs. competitors. Next, we led collaborative working sessions with key marketing leaders to brainstorm and gain alignment on the new position and messaging. Then, we packaged the story in the CEO's keynote presentation as well as a sales playbook and customer brochure for the launch. And, when Oracle announced the bid to buy Siebel, we re-positioned on the fly to acknowledge the acquisition and reflect how the two companies' visions aligned.

### What happened?

Siebel's vision for the "Customer Adaptive Enterprise" was met with positive response from the market and positioned the company well for the Oracle integration.

### Now, here's what YOU need to do.

If you want to re-position in the midst of shifting market dynamics, call **Jenée Difu today at 408.540.5305**. Or, if you'd like to explore additional best practices in positioning and messaging, [click here](#).

