# THE REVENUE ECOSYSTEM™

A FRAMEWORK FOR DIGITAL TRANSFORMATION

We help business-to-business (B2B) and consumer market (B2C) businesses gain a competitive advantage by connecting their top and bottom line revenue across marketing, sales, and customer success. We do so by creating clear sightlines across organizational silos, enterprise architecture, data resources, and customer journeys.

We call this a Revenue Ecosystem™ Framework because it unites your organization's greatest assets—people, processes, technology, data, and experiences—within a digital ecosystem that supports insight, agility, and collaboration at every step.

Setting the strategy

The first three steps in the **revenue ecosystem framework** are related to the planning processes that result in a blueprint that you can use to implement your growth engine.
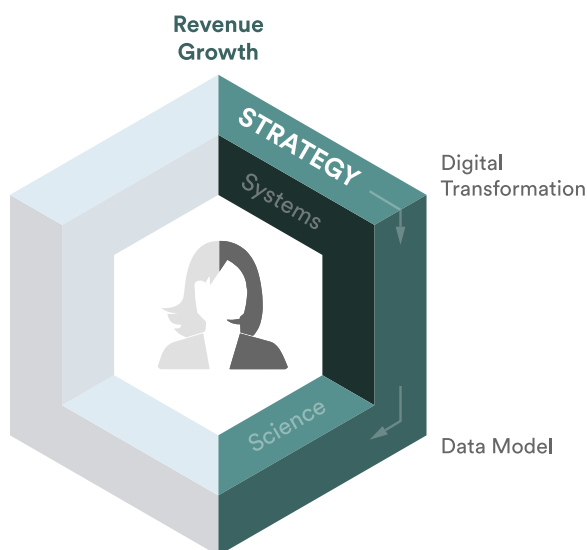
Revenue growth

Every business exists to generate revenue, and revenue is driven by the customer journey. Re-envisioning that journey transforms the organization's revenue potential..

Digital transformation

Transformation requires marketers to redefine their own role and the role that digital tools and strategies play in their organization's ability to attract and empower customers.

Data Model

Creating a data model that enables the entire organization to collect, share, and analyze customer data provides the blueprint for the implementation of the revenue engine.

The revenue ecosystem connects the organization's greatest resources— people, processes, technology, and data.

Executing on the goal

The final three steps in the **revenue ecosystem framework** focus on the implementation of a growth engine that drives revenue through enhanced business insights and customer experiences.

Growth engine

With your blueprint in hand, it's time to implement a growth engine that aligns people, processes, and technologies around the central goal of supporting the customer journey.

360° customer view

The growth engine supports a holistic system of record that extends across the organization and captures the data from every customer touchpoint.

Customer journey

Using a richer, more unified, 360° customer view, your organization can deliver a journey that welcomes, supports, and recognizes the customer at every step.

Customer Journey

360° View of the Customer

EXECUTION

Experience

Process

Growth Engine
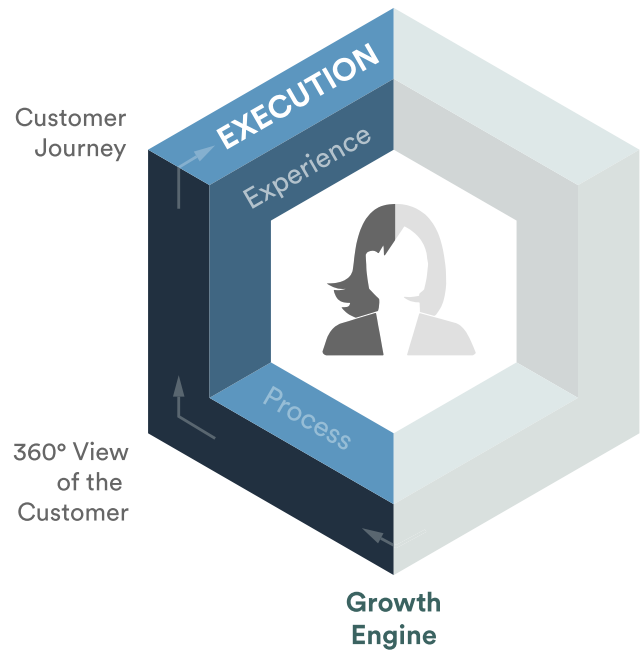
Developed by and for ambitious marketers, the revenue ecosystem is a framework for elevating the role of marketing from a cost center to a revenue generator, and for redefining the role of CMO from a change manager to a change agent.

As the customer champion—the only person operating at the executive level who represents and speaks up for the customer's best interests—you are uniquely placed to transform your organization's revenue potential.

With greater responsibility comes greater risk, but also greater reward. Courageous marketers who embrace the role of organizational change agents will have the satisfaction of seeing their efforts guide and transform their discipline, their careers, and their organizations.