



Crafting the GTM roadmap

For Syren Cloud's Advanced Control Tower Solution

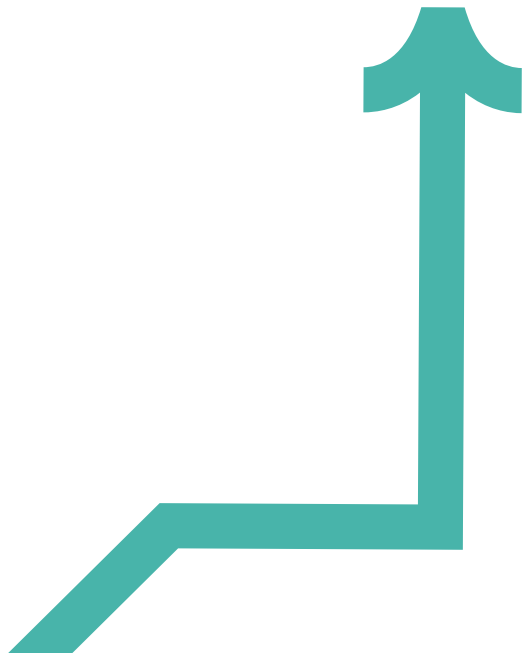
PRESENTED BY :
Tanushree Sarkar



PRESENTED TO :
Syren Cloud



Agenda



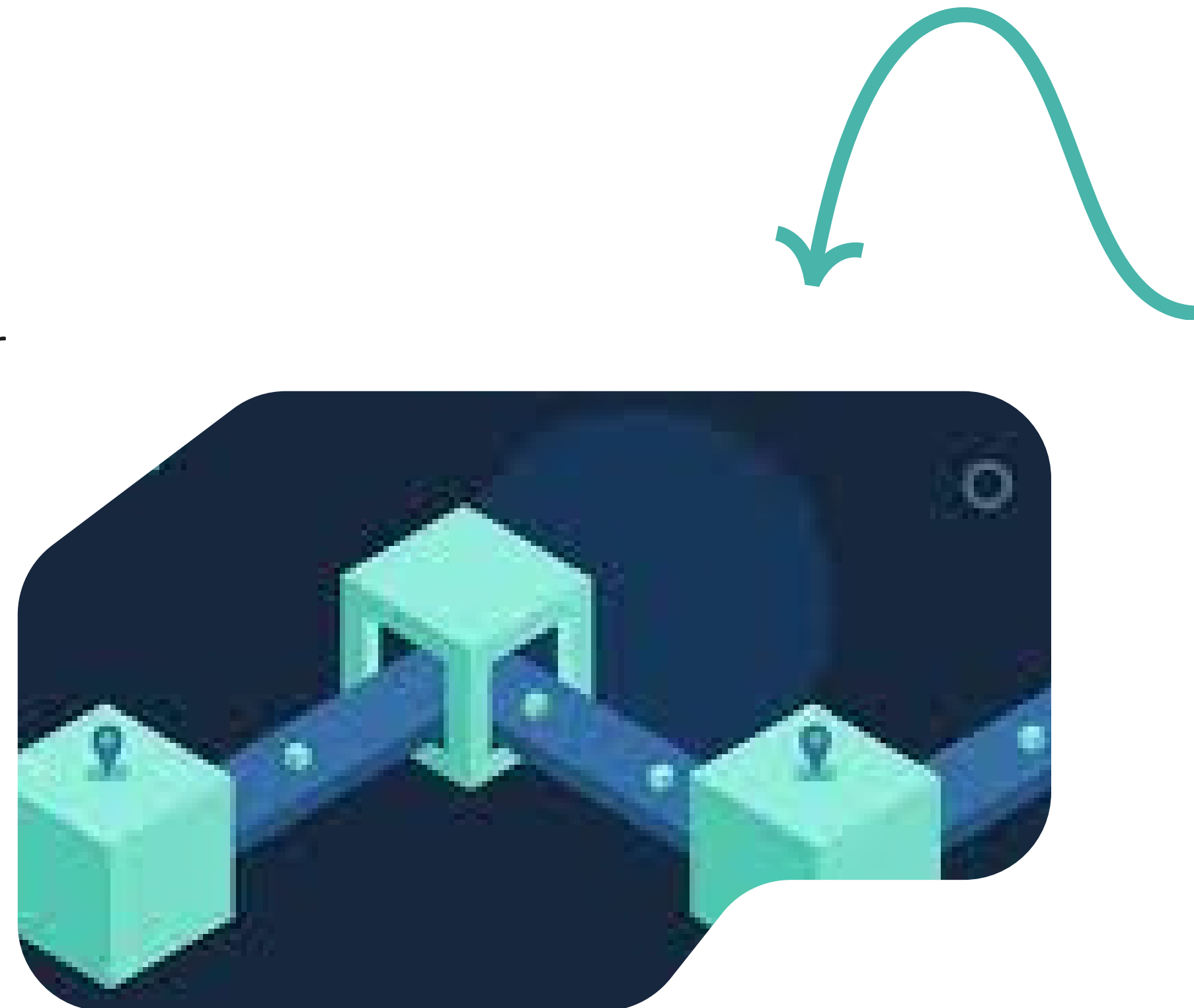
1	Introduction
2	Industry & Competitive analysis
3	ICP development for control tower solution
4	Messaging & Marketing Strategy for Control Tower Technology
5	Marketing Mix - Channel activation
6	GTM Strategy for the control tower solution
7	Timeline view
8	KPIs & Success Metrics



Introduction

Syren Cloud's revolutionary Supply Chain Control Tower is a command center aggregating data from various sources, generating insights, and facilitating collaboration, resulting in streamlined processes and enhanced supply chain performance.

Experience the next evolution in supply chain management with Syren's control towers, where operations seamlessly align to deliver efficiency at every stage.



Market Analysis (s.w.o.t)



STRENGTHS

1. Real-time visibility for agile decision-making.
2. Seamless integration of diverse data sources.
3. Efficiency gains through streamlined processes.
4. Proactive risk management capabilities.
5. Enhanced collaboration among supply chain partners.

WEAKNESSES

1. High implementation and maintenance costs.
2. Complexity in managing diverse technologies.
3. Dependency on technology with potential glitches.
4. Resistance to change among employees and stakeholders.
5. Concerns about data security and privacy.

OPPORTUNITIES

1. Advancements in predictive analytics for proactive decision-making.
2. Support for global supply chain expansion.
3. Continuous improvement initiatives fueled by SCCT insights.
4. Customization to meet specific organizational needs.

THREATS

1. Cybersecurity risks and potential data breaches.
2. Market dynamics impacting supply chain effectiveness.
3. Disruptions due to natural disasters or geopolitical events.
4. Risk associated with vendor dependence.

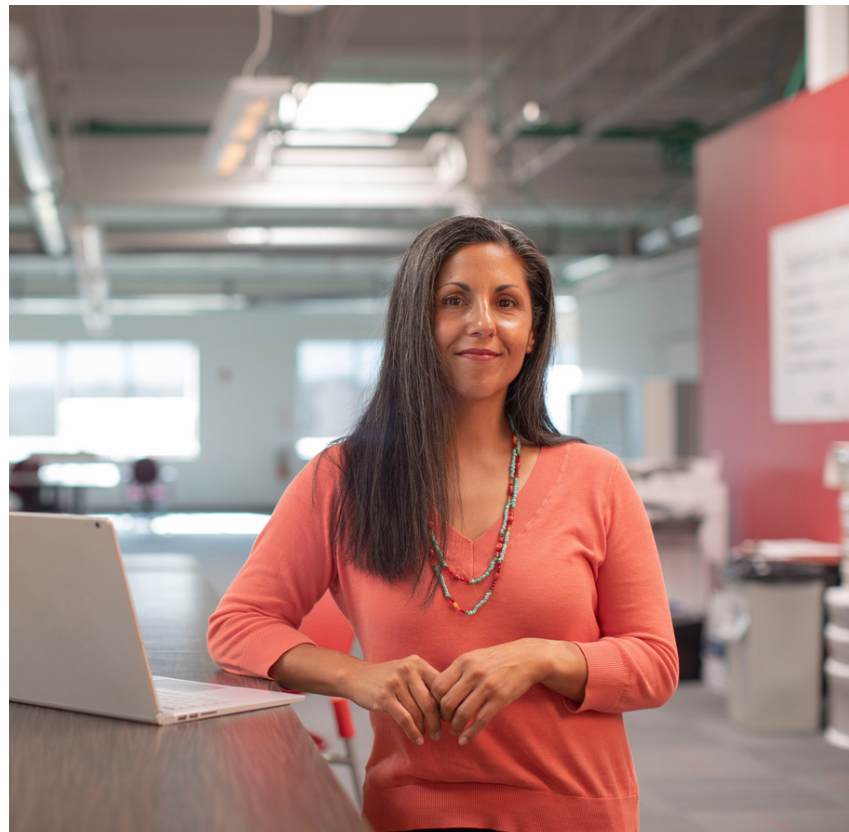
Competitive Analysis



Competitor Name	Comparative Strengths	Comparative Weaknesses	Counterpoints
Kinaxis	- Advanced supply chain analytics. - Rapid scenario planning capabilities. - User-friendly interface.	- Relatively smaller market share - Limited industry-specific solutions.	Target niche markets with specialized solutions.
IBM	- Broad technology and consulting. - Global reach and established brand. - Strong AI and machine learning.	- Complex integration processes - Slow adoption of emerging tech.	Simplify integration processes with user-friendly interfaces.
SAP	- Extensive ERP solutions portfolio - Robust enterprise software suite. - Industry-specific solutions.	- Potential for complexity in large deployments. - Scalability challenges.	Emphasize scalability and flexibility in deployments.



ICPs



Emily

Supply Chain Manager



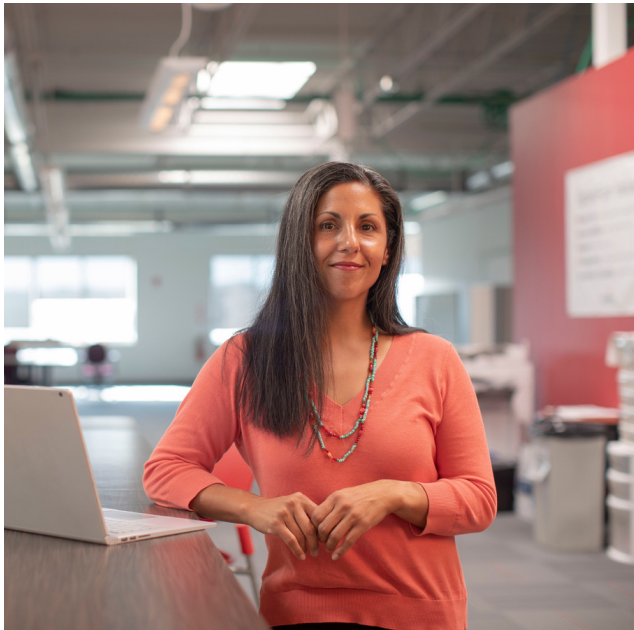
Alex Martinez

Logistics Director



James Thompson

Chief Information officer



“Getting past the complex legacy software integrations has been a challenge for me and my team. With irregular data flow, client escalations have increased and we need a solution to take care of this”

Emily

Age: 33
Location: Culver City
Occupation: Supply Chain Manager
Level: Senior Management

DESCRIPTION

Emily is a strategic supply chain leader adept at optimizing operations through data-driven decision-making, fostering seamless collaboration across teams, suppliers, and logistics partners.

PERSONAL CHARACTERISTICS

- Enjoys networking & attending industry conferences
- Approachable
- Pays attention to detail

HOBBIES AND INTERESTS

- Reading
- Playing basketball
- Hiking
- Cat lover

BUYING ROLES

Influencer

GOALS

- To Achieve real-time visibility into the entire supply chain
- To Streamline processes, reduce operational costs

CHALLENGES

- Struggling with legacy system integration
- Irregular information flow between vendors & suppliers

BUYER'S JOURNEY

Awareness, consideration, purchase, advocacy

NEEDS

- Requires an intuitive and user-friendly interface to facilitate easy adoption and use.
- On-demand access to training resources

SOURCES OF INFO

- News
- Social Media
- Peers



“The soaring logistics costs due to market fluctuations and rising fuel prices has been disrupting our supply chain projections. I’ve been looking for an intelligent platform that can help us minimise our costs”

Alex Martinez

Age: 41
Location: Sussex
Occupation: Logistics Director
Level: Leadership

DESCRIPTION Alex excels in crafting strategic transportation plans, optimizing routes, and minimizing logistics costs through adept integration of technology solutions. Proficient in leveraging data analytics for informed decision-making and excels in identifying and mitigating risks	PERSONAL CHARACTERISTICS • Enjoys adventurous activities • Values collaboration and teamwork • Tech Savvy • Thought leader - speaks at webinars	HOBBIES AND INTERESTS • Offroading, camping • Buying trending gadgets • Wine connoisseur
BUYING ROLES Influencer, decision maker	GOALS • Optimize transportation routes for cost savings and efficiency gains • reducing lead times, ensuring customer satisfaction through timely delivery	CHALLENGES • Adapting to market fluctuations, such as fuel price changes and geopolitical events, impacting logistics costs and planning.
BUYER'S JOURNEY (Awareness, consideration, purchase, advocacy)	NEEDS • A solution that can be tailored to the specific needs of the logistics operations, accommodating unique processes and requirements within the transportation chain.	SOURCES OF INFO • News • Social Media • Peers



. "In the digital transformation era, it's critical to balance innovation with data integrity. Moreover, with every new platform, there's a risk associated with slow adoption curve in case the tool demands specialised training"

James Thompson

Age: 45
Location: New Orleans
Occupation: Chief Information Officer
Level: C-Suite

DESCRIPTION

James excels in aligning tech strategies with business goals, prioritizing data security through robust measures, and drives innovation through exploring trends like AI for enhanced business intelligence.

PERSONAL CHARACTERISTICS

- Enjoys limelight at industry forums and company PR
- Supply chain visionary
- State level golf player

HOBBIES AND INTERESTS

- Reading
- Playing snooker
- Traveling to Asia
- Spending time with wife & kids

BUYING ROLES

(Decision maker

GOALS

- secure management of supply chain data, aligning with the organization's overall data governance strategy & digital transformation goals

CHALLENGES

- Navigating the complexities of data compliance and privacy regulations
- Managing change management associated with new technology adoption

BUYER'S JOURNEY

(Awareness, consideration, purchase, advocacy)

NEEDS

- A solution with custom use cases & workflows
- Prompt & reliable support from technology vendor

SOURCES OF INFO

- News
- Social Media
- Peers



Messaging & Marketing Strategy

- Product positioning statements highlighting the USP of Syren Cloud control tower solutions
- Messages & marketing strategy aligned to the ICPs
- Marketing channels to reach the target audience.

Product positioning

**Supply Chain
Unlocked with our
Control Tower**

ICP focused messaging

**Is your supply chain data
falling through the cracks?
Gain real-time visibility from
supplier to end consumer
with 100% accuracy**

Marketing Channels

**Activate the
appropriate channels
for effective targeting
and conversions**

POSITIONING STATEMENT



For supply chain leaders seeking unparalleled **control** and **visibility**, Syren Cloud delivers an innovative **Control Tower solution**.

Unlike traditional options, Syren Cloud inspires **efficiency** and **resilience**, making a transformative impact on **supply chain operations**.

Our relentless commitment is to empower our clients, focusing intensely on their unique needs and ensuring a positive difference in their supply chain management experience.

SAMPLE MESSAGING



Logistics simplified!

Get a 360 degree view of your supply chain, fix things easily, and make smarter decisions, with Syren Control Tower solutions

Tired of complex logistics setup?

Syren Cloud is here to save the day!

Get ready to plan efficient routes, save costs, and track it all with ease with our control tower solutions.

From smart routes to real-time tracking, we're here to make your logistics team shine. Ready for an easy upgrade?

Your digital transformation journey is incomplete without an intelligent logistics platform, that integrates seamlessly with your ERP system and shares real-time insights across devices. Experience the power of operational excellence through Syren's Control Tower solution.

Dive into the future of logistics with Syren Cloud's Control Tower – where insights powered by AI pave the way for a smarter supply chain.

KEYWORD ANALYSIS

supply chain control tower



Keyword Overview

PDF

Sep 2023 - Nov 2023 (3 Months)

Worldwide

All traffic



Get better results with a keyword list. Broaden your analysis by turning this keyword into a topic. Click on the wand and we'll create a list of similar keywords for you to analyze.

Auto-create keyword list

Search Volume
1 year monthly average

- Zero-click searches 75%
- Clicked one or more times 25%

1,060



Search Visits
1 year monthly average

- Organic 96.28%
- Paid 3.72%

< 5,000



Keyword Overview

PDF

Sep 2023 - Nov 2023 (3 Months)

Worldwide

All traffic

Keyword Difficulty
26 (Moderate)

CPC
\$11.94

Intent
Informational

Top competing websites for 'supply chain control tower'

24 Organic desktop competitors

Domain	Traffic Share
gartner.com	40.9...
ibm.com	25.1...
deloitte.com	8.15%
irisbvaraonandco.com	6.98%

3 Paid desktop competitors

Domain	Traffic Share
kinaxis.com	100%
opentext.com	N/A
appian.com	N/A

See all paid competitors

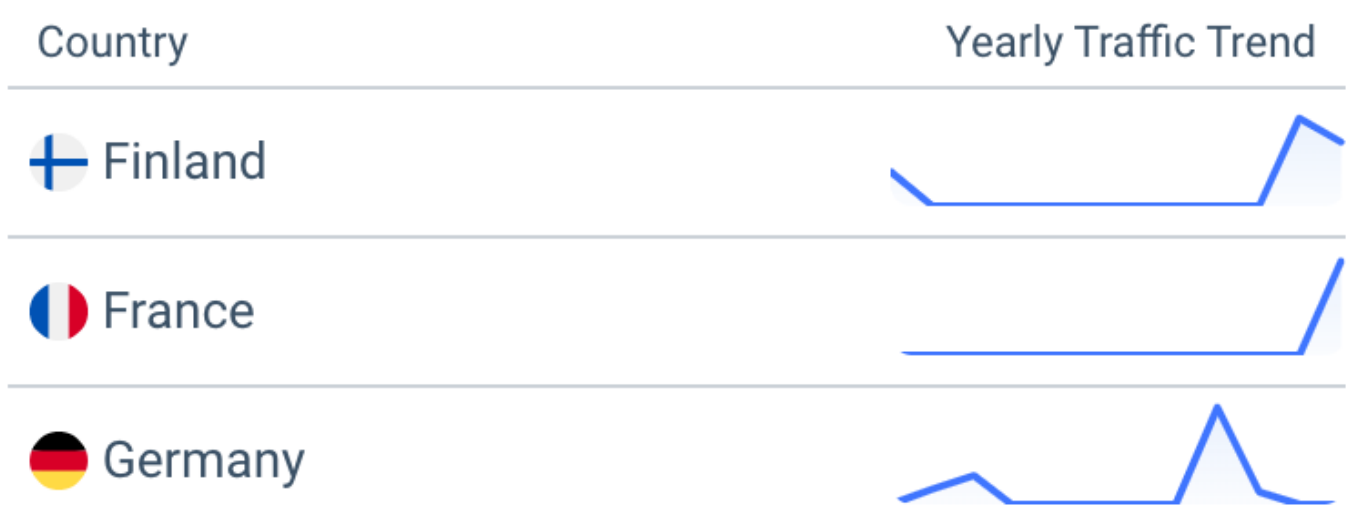
25 Mobile competitors

Domain	Traffic Share
kinaxis.com	35.1...
gartner.com	11.7...
onenetwork.com	11.0...
ibm.com	9.10%
accenture.com	9.03%

See all mobile competitors

KEYWORD ANALYSIS

Top Countries (i)



[See all countries](#)

Top Search Ads

 Desktop

Kinaxis<https://www.kinaxis.com › control-tower › visibility>
[Supply Chain Control Tower – Supply Chain Visibility](#)
Get End-to-End Visibility Across Silos & Systems with Kinaxis® Supply Chain Control Tower. Optimally Plan And Execute Across Your End-to-End Supply Chain With Kinaxis Control...

<https://www.opentext.com › supply-chain › get-report>
[Supply Chain Digitization - Get the IDC Supply Chain Paper](#)
Get the IDC report to see today's B2B integration landscape and digitize your supply chain. Get the IDC report to find out what boosted supply chain performance for 80% of companies.

<https://www.opentext.com › latest-report › supply-chain>
[Supply Chain Report – Digital-First Supply Chains](#)
n Why 78% Of Companies Say Digital B2B Integration Improved Supply Chain Performanc
imics for Supply Chains & B2B Integration. Get the IDC Supply...

[See all 4 ads](#)

Top Categories

Receiving traffic from 'supply chain control tower'

Category	Share
Computers Electronics and...	39.15%
Computer Hardware	24.07%
Business Services	15.38%
Accounting and Auditing	7.79%
Programming and Develop...	3.60%





Marketing Mix

Events	Inbound - Website Enquiry	Ebook download	Webinar marketing	LinkedIn, Google ads
Roadshows, industry conferences, customer roundtable	Organic promotions- social media, SEM, guest blogging	Ebooks, whitepapers, industry reports	Webinar in partnership with OEMs and clients	Search ads and paid social (LinkedIn, Twitter, Facebook)
Target - 600 MQLs 60% marketing sourced pipeline	Target - 150 MQLs 20% marketing sourced pipeline	Target - 100 MQLs 5% marketing sourced pipeline	Target - 50 MQLs 5% marketing sourced pipeline	Target - 100 MQLs 10% marketing sourced pipeline

Other marketing channels include social API, social outbound, email marketing, content syndication, digital marketplaces - Clutch & others, partner marketing/referral marketing, ABM



GTM Strategy

Syren Cloud has come up with an **advanced Control Tower solution** that leverages **cognitive AI** to generate **progressive insights, real-time alerts for mitigating risks** and an unprecedented **end-to-end visibility** across the supply chain ecosystem.

A GTM strategy is needed to launch the platform upgrade. Read on to explore the messaging to address key pain points, timeline for marketing activities and KPIs for a successful GTM motion.





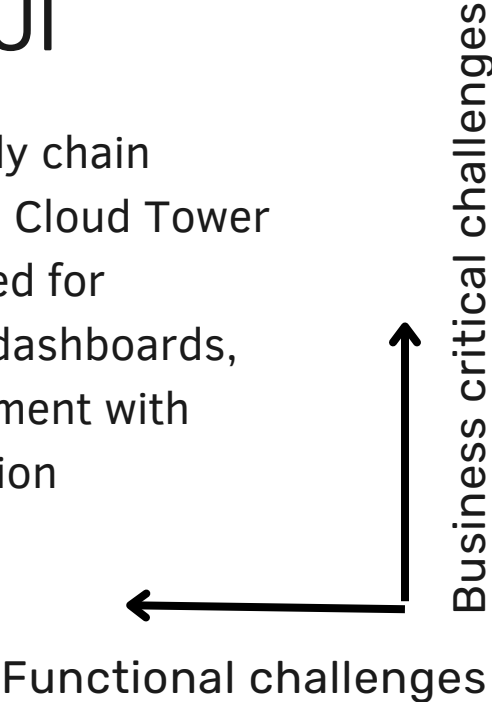
ADDRESSING CUSTOMER PAIN POINTS

Difficult onboarding

Experience seamless onboarding with expert training and workshops. The platform’s self-serve experience ensures an easy learning curve and faster adoption

Cluttered UI

Unlike many supply chain platforms, Syren’s Cloud Tower solution is designed for creating intuitive dashboards, easy rule management with workflow automation



Decision Paralysis Actionable insights for agile and informed choices at every supply chain junction	Process redundancies Optimize workflows for a more agile supply chain with ML recommendations
Rising operational costs Drive cost savings with our AI-powered Control Tower	Communication silos Foster collaboration across your supply chain ecosystem with seamless workflows
Vulnerability to market disruptions Navigate supply chain uncertainties with real-time alerts, predictive insights & proactive risk mitigation strategies	Non-compliance risks Protect customer data with GDPR, HIPAA & CCPA compliances. Monitor regulatory adherence with AI-powered monitoring
Latency in data flow Integrate data from multiple systems , leverage advanced algorithms for aligned alerts, metrics, and event triggers.	No mobile access Gain control with our Platform-as-a-Service (PAAS) solution and intuitive mobile app to stay informed on the go



Timeline view

A 6 months GTM campaign plan



January

Press Release
Customer alert email
Homepage promo video
Updated pricing page including new upgrades
Product upgrade landing page
Social media post copies & creatives

February

Weekly social postings
Content calendar
Campaigns - workshop, demo, free quote
LinkedIn & Twitter ads
Drip mailer

March

Content marketing
Publish blogs, ebooks, infographics, industry reports, tutorial videos
Lead attribution, scoring, qualification & conversion

April

Host webinar in collaboration with partner
Attend 1 industry conference
Get exhibit booth and speaking engagements
Award submission

May

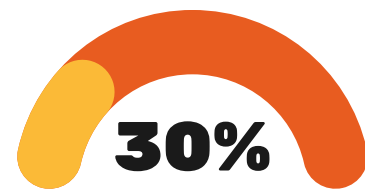
On-demand webinar promotion
Run ABM campaigns focusing to upsell and cross sell opportunities
Partner/ referral marketing campaign

June

LinkedIn, Twitter ads
Google search & display ads
Organic social postings
Lead attribution, scoring, qualification and conversion

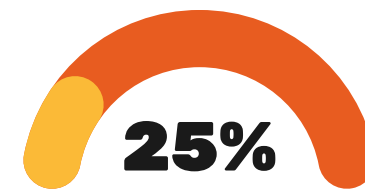


Key Performance Indicators



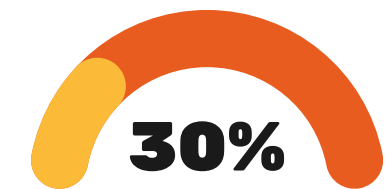
KPI #1

Increase Social media engagement by 30% by growing followers, likes, shares, impressions, clicks, CTR



KPI #2

Increase in website traffic & average session duration by 25%



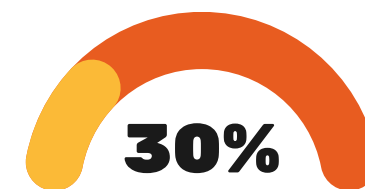
KPI #3

Increase in brand recognition score by 30% - Conduct brand perception survey



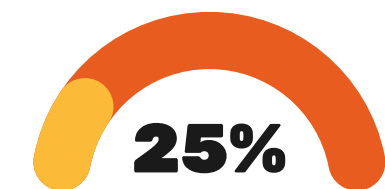
KPI #4

Increase in new customer acquisition by 20%



KPI #5

Increase in sales pipeline by 30%



KPI #6

Increase in upsell, cross-sell opportunities by 25%



Thank You

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