



GRAPHICS & MEDIA SOLUTIONS

# Breaking down siloes with a marketing & sales gap analysis to support accelerated vertical growth

## Vizrt's challenge

Vizrt, a global leader in broadcast technology solutions, needed to accelerate growth by expanding beyond its traditional sports broadcasting stronghold into new vertical markets.

With significant opportunities arising from cloud technology adoption and new market demands, Vizrt required a comprehensive transformation of its sales and marketing functions to capitalise on these opportunities while maintaining its market-leading position in sports.

## SBR's strategy to execution

In partnership with Magnus Consulting, a marketing consultancy, we took a multi-method approach to produce a gap analysis of Vizrt's commercial organisation and provide strategic recommendations for enhancing sales and marketing effectiveness to accelerate growth.

The assessment included semi-structured interviews with Vizrt's leaders to understand the current strategies, challenges, and opportunities, subsequent interviews with various members of the commercial and product teams, and a thorough document and data review and analysis.

Deliverables include a comprehensive sales and marketing gap analysis with actionable recommendations, an impact and effort matrix to guide prioritisation, and a roadmap to propose phased activity implementation to drive optimal results.

## The return on investment

The gap analysis delivered a prioritised transformation roadmap with clear implementation sprints and quick wins:

- Enhanced alignment between sales and marketing, improving operational effectiveness.
- After conducting a sales workshop, the feedback showed an 18% increase in team confidence from their sales team to drive growth.

These outcomes solidified Vizrt's ability to expand strategically and sustain momentum in new vertical markets.

### ABOUT VIZRT:

Vizrt is a software company for real-time 3D graphics, video playout, studio automation, sports analysis, and journalist story tools.

### COMPANY SIZE:

501-1,000 employees

### INDUSTRY:

Software development

### SBR & MAGNUS SERVICES:

sales enablement, sales transformation, sales performance, revenue growth strategy, sales playbooks and sales guides, customer journey mapping, account management and sales coaching.

**18% increase**

in growth-driving confidence.

**90% NPS**

for partnership effectiveness.

**3 new verticals**

targeted with distinct go-to-market strategies.