



JABMO

White Paper



Educating
B2B Customers
through ABM

IIoT Equipment Implementation

Facilities of connected devices can provide manufacturers with powerful analytic tools they can use to operate with maximum efficiency. Using ABM, marketers can tailor targeted messages to key accounts, educating them about the power and simplicity of IIoT.

Just as the Internet of Things (IoT) revolution has opened the door to newer and ever-more creative forms of building automation for consumers, the Industrial Internet of Things (IIoT) has developed an interconnected world of equipment and components not only within manufacturing facilities, but between facilities across the globe. The consulting group Accenture estimates IIoT could add \$14.2 trillion to the global economy by 2030¹, and the value that IIoT's powerful analytic capabilities are bringing to manufacturers are unprecedented.

IIoT technologies take Supervisory Control and Data Acquisition (SCADA) systems—long the standard bearer in plant monitoring and control—to a whole new level. IIoT-connected systems can collect and process vast amounts of data at record speeds, transcending the limitations of geography.

While IIoT is at the cutting edge of collecting, storing, and analyzing data over long periods of time, SCADA is still preferred for day-to-day plant maintenance and operations. Though the two systems utilize relatively similar concepts—collecting and responding to data collected from connected equipment—SCADA systems typically have high overhead costs associated with connecting new assets, requiring plant managers to weigh the value of critical data against the cost to acquire it.

Because IIoT implementation tends to be simpler—effectively plug-and-play for equipment and components built with IIoT capabilities—every segment of a manufacturing system can be quickly and easily integrated. And

¹“WINNING WITH THE INDUSTRIAL INTERNET OF THINGS.” Accenture, <https://www.accenture.com/Us-En/Insight-Industrial-Internet-of-Things>.

because 86% of manufacturing facilities have already installed some kind of IIoT solution², the newly implemented connected devices can begin communicating with the rest of the facility immediately.

But plant managers have long memories, sometimes conflating the implementation overhead associated with SCADA operations solutions with that of the monitoring and analytical solutions offered by IIoT devices.

Marketers of industrial equipment with IIoT capabilities have a unique challenge on their hands: they must educate their customers about the features of their internet-connected products while also addressing their concerns about downtime and implementation cost.

In addition to these concerns, B2B sales teams are facing longer sales cycles and larger buying committees involved with decisions to purchase. However, research shows that this issue is even larger than sales organizations realized. While sales organizations report sales cycles last 7.4 months and involve buying committees of 10, buying organizations report sales cycles last 16.7 months and involve dozens of decision makers and influencers.

Which is why marketing—to the right people with the right message—is more important than ever. Forrester reports that 74% of B2B buyers say they do more than half of their research online before making a purchase³. By the time they talk to a salesperson, it's too late—the decision is nearly

made. Account-based marketing (ABM) is a powerful tool marketers can use to ensure the right message is reaching the entire buying committee while they are doing this anonymous research.

B2B marketers of industrial equipment know the key accounts whose business is necessary to win. They rarely have contact information for all relevant members of a buying committee, however, so traditional email marketing can only take them so far. Using IP-sensing technology, ABM can serve educational advertising messages to known and anonymous buyers, touting the capabilities of a company's product lines as well as the easy, downtime-free changeover associated with their implementation.

IP sensing allows marketers to tailor these messages to the individual account, meaning an industrial equipment company could serve ads featuring product lines specifically relevant to each of the key accounts they reach.

Reaching anonymous buyers with targeted, relevant messaging seemed impossible as few as 5 years ago. Today, it's at the core of the value now being delivered by ABM to marketing teams across the industrial manufacturing sector. Shrewd marketers have always known these buyers existed—and exactly the industrial solutions that met the unique needs of their industries and businesses. But without knowing them personally, they were unable to act. ABM provides marketers the opportunity to prove the value of their messaging by ensuring it's reaching the right decision makers.

²"BSquare's 2017 Annual IIoT Maturity Survey." Offshore Engineer, BSquare, <http://www.oedigital.com/bsquares-2017-annual-iiot-maturity-survey>.

³Wizdo, Lori. "B2B Buyer Journey Mapping Basics." Forrester, https://go.forrester.com/Blogs/15-05-25-b2b_buyer_journey_mapping_basics.

The Jabmo solution provides digital, sequenced, personalized communications to anonymous & known buyers at your target accounts.

Global companies such as Sealed Air, Fives, and Schneider Electric have chosen Jabmo to manage their ABM programs, increasing win rates, deal size, and pipeline velocity.


JABMO

www.jabmo.com
@JabmoABM

Americas

100 S. Baldwin, Suite 200
Madison WI 53703
United States
+1 (608) 316-6182

Southern Europe

10 Rue la Boétie
75008 Paris,
France
+33 1 82 28 89 50

Nordics

Sergels Torg 12,
111 57 Stockholm,
Sweden
+46 (0)8 410 05 310