



Case Study: Commvault



Case Study: Commvault



“It’s important to start with understanding your organization and how you want to use the technology. How are you using Workfront, how are you using Allocadia, and how can they be meshed together so that you eliminate human error and save time? If you have the foundation and the background, then you’re on your way to a successful start of an integration.”

– Anna Soo, Former Senior Marketing Manager, Commvault

We [previously interviewed Anna Soo](#), Former Senior Marketing Manager at Commvault about changes they made to improve internal processes for the marketing department. At the time, they had just launched the first integration of their tech stack between Allocadia and Workfront with the goal of creating team-wide visibility into plans and budgets.

The initial integration cleared up a lot of confusion: information and dates weren’t getting lost in email chains and marketing activities were aligned to corporate goals. It also improved marketers’ daily lives because they weren’t spending as long on manual tasks, duplicating information across platforms, and as a result were acting more efficiently. But Anna and the rest of the Commvault team wanted more and they weren’t prepared to rest on their laurels. They kept digging into their processes to find a clear path through data, budgets, and spreadsheets to accurate ROI.

An Appetite for Integration

Allocadia provided the structure and reporting capability Commvault needed to organize the marketing department. As their martech stack expanded, Anna started looking for ways to automate tasks that would save time and reduce human errors. The smooth integration between Workfront and Allocadia gave Commvault the bug for more integrations.

Marketers didn’t want to enter details twice (once in Workfront and again in Marketo) before everything was eventually pushed to Salesforce, where there was more manual entry to tie it all back to Allocadia. Commvault decided to add an integration with



Salesforce and Marketo to the existing Allocadia-Workfront integration, which Allocadia helped build. The result is a closed loop integration system between Allocadia, Marketo, Salesforce, and Workfront.

The New (Improved) Path to ROI

Commvault's marketing programs start in Allocadia where new campaigns are created, and all details related to the project are updated and viewable within Allocadia. Information is pushed from platform to platform, with the Allocadia ID attached every step of the way. This identifier is what Commvault uses to calculate ROI based on marketing campaign.

When Commvault marketers create a line item in Allocadia, all they need to do is click the "Create Workfront Request" button and all of the information is sent to Workfront to create a project. From there, they click another button to push the information to Marketo to create a program, after which everything heads to Salesforce to create a campaign. They enter the details once and with a few clicks Commvault marketers are able to populate programs and campaigns across their martech stack.

Inside Allocadia, their marketing intelligence team can track the ROI for each campaign and use a BI tool to assess the results. Commvault's current tech stack is a dream situation for many, yet Anna is still thinking about ways to improve such as layering attribution analytics on top of the existing tech stack. With the solid foundational structure they have built, Commvault could turn on an attribution tool today and start seeing results tomorrow.

Creating a Better Marketing Experience

To create a better experience for customers, we need to think about the marketers that are building the customer journey – what do they need for a better marketer's experience? Improving every marketer's daily experience with the right tools will allow them to progress, optimize, and do their best work. With the ends of the workflow process – Salesforce and Allocadia – tied together, this saves marketers needing to manually update thousands of campaign names and ID tags. Marketers have gained back time in their day now that manual entry tasks are streamlined.

Prior to any integrations, the Commvault marketing team was static and reactive: they had no control over their budgets and no visibility into how their resources – people, time, and money – were being used. Now that investment and results data are connected, Commvault marketers have more bandwidth to focus on marketing activities, driving revenue, and optimizing investments. They have full visibility into how investments are impacting the outcomes Marketing is producing and can make



optimized decisions on ways to drive ROI. The Commvault marketing team is agile and proactive as a result of the integrated tech stack.

About Commvault

Founded in 1996, Commvault is publicly traded (NASDAQ: CVLT) and headquartered in Tinton Falls, New Jersey. Commvault is a recognized global leader in enterprise backup, recovery, and data management across any hybrid environment.

Commvault's converged data management solution redefines what backup means for the progressive enterprise through solutions that protect, manage and use their most critical asset — their data.