

# Customer Engagement Manager

Dedicated Advisor for Scalable Adoption

A Customer Engagement Manager is a best practices and adoption expert, with a deep understanding of bridging the gap between functionalities of the Alation Data Catalog and customer business needs.

CEMs advise customers by gathering a deep understanding of current state and vision, and then work with customers to develop an Action Plan that propels customers to where they want to go.

## Accelerate the Value Realization of your Data Catalog

Customer Engagement Managers are experienced with customers of all sizes and industries. They know what it takes to drive successful data intelligence, cataloging, and governance programs, having learned and collaborated with our most successful customers. CEMs are well versed on:

- Current State Analysis & Metrics
- Data Culture Maturity Model (DCMM)
- Use Case & Persona Development
- Data Vision Alignment
- Change Management & Communications Plans
- Data Governance Best Practices
- Gold Standard Best Practices for Catalog Curation & Design
- Stewardship Program Development & Training
- Search & Discovery for Self-Serve Analytics

### What We'll Accomplish



**Learn from Alation's most successful customers**



**Drive a Data Culture**



**Ensure Executive Alignment**

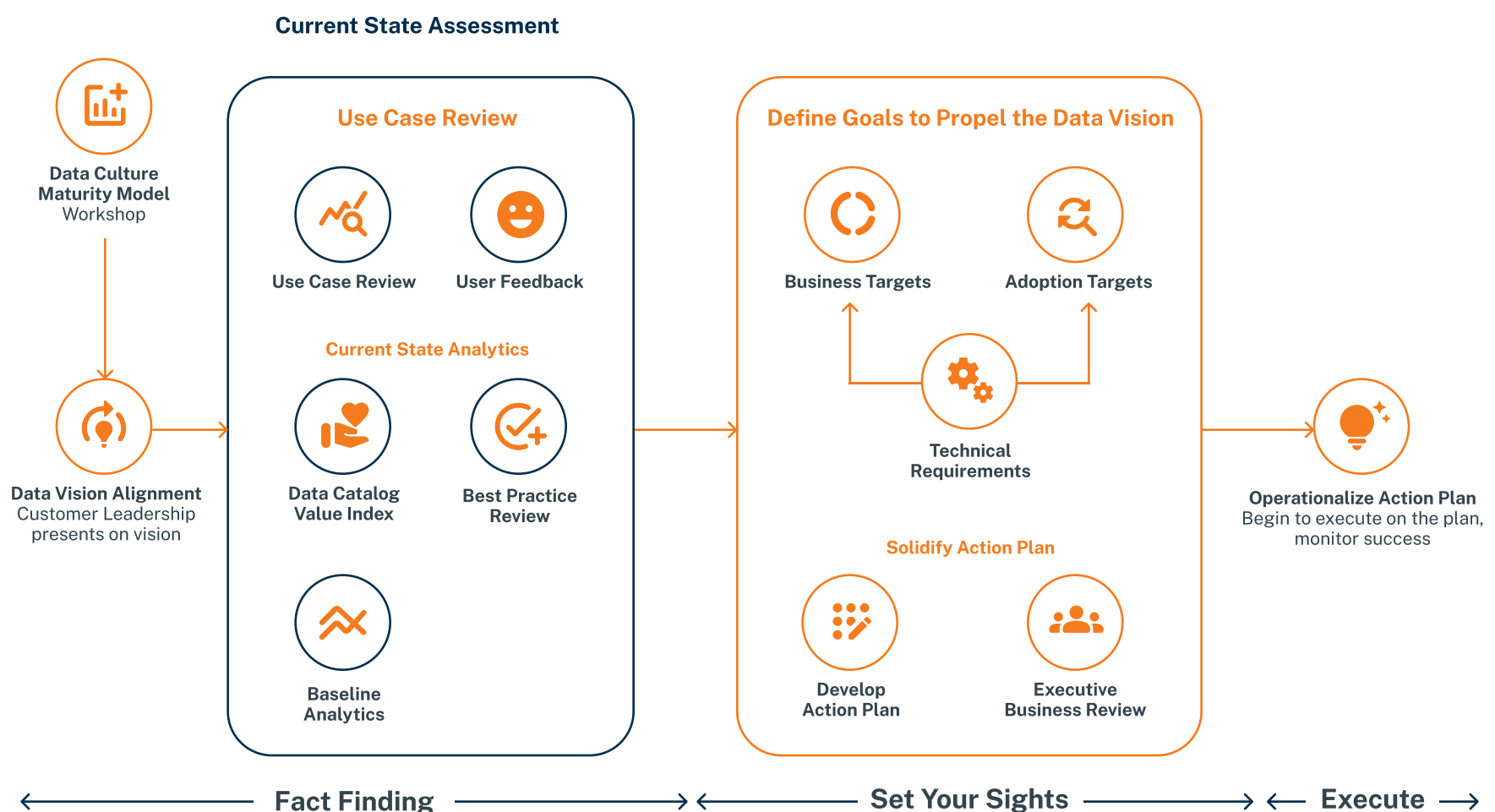
# The First 3 Months with your CEM

Beginning with a comprehensive current state analysis of your Alation Program, your CEM maps your vision (business initiatives, platform adoption goals, and technical requirements) to your company's data culture maturity. Your CEM will collaboratively design an Action Plan with you; this Action Plan functions as a map to get from where you are today to where you want to go and defines how to measure your success. The first three months conclude with an Executive Business Review where Alation Leadership and Customer Leadership discuss our partnership and review key findings and actions from the CEM engagement.

During the first 3 months with your dedicated CEM, you will:

- Complete a Data Culture Maturity Model Workshop
- Ensure Data Vision / OKR alignment
- Run a comprehensive Current State Assessment, which includes:
  - Use case & persona review
  - Obtain and review end user feedback (e.g. surveys or focus groups)
  - Complete a Data Catalog Value Index Workshop (DCVI)
  - Complete an Alation Catalog Best Practice Review, concluding with a scorecard of current state and recommendations from your CEM
  - Run baseline analytics using the Alation Analytics database
- Define business goals, adoption goals, and technical requirements for your data ecosystem
- Co-develop an Action Plan for how to reach goals, communicate successes, and ensure leadership engagement
- Run an Executive Business Review with Alation Leadership and your Leadership

## Accelerate Data Culture with Alation



## Executing on the Action Plan with your CEM

After those first three months, you and your CEM will put in place the actions that were mapped out in the action plan. Together, you will measure and report on the current state of the Alation Program to ensure successful completion. CEMs participate in:

- Recurring strategy calls
- Open “office hours” for end users to ask questions
- Training sessions for Stewards or End Users
- Docujams, Alation Days, or other curation events
- Focus groups, or other user feedback sessions
- Two onsite visits per year
- Deep dives on specific topics with Alation Subject Matter Experts
- Technical Account Manager (TAM) meetings
- Support case escalation

We understand that priorities shift, and where necessary, we will pivot the Action Plan while maintaining a maniacal focus on your key drivers.

Please reach out to your Account Team if you are interested in working with a Customer Engagement Manager.

### About Alation

Alation is the data intelligence company. Nearly 600 global enterprises — including 40% of the Fortune 100 — rely on Alation to realize value from their data and AI initiatives. Customers such as Cisco, DocuSign, Nasdaq, Pfizer, and Samsung trust Alation’s platform for [self-service analytics](#), [cloud transformation](#), [data governance](#), and [AI-ready data](#), fostering data-driven innovation at scale. Headquartered in Redwood City, California, Alation has been recognized five times by Inc. Magazine as one of the Best Workplaces. To learn more, visit [www.alation.com](http://www.alation.com)