

Commvault Case Study

Commvault is a data protection and information management solutions provider for mid- and enterprise-level organisations worldwide.



Results



ProspectAware eliminates a lot of the early lead generation stages



Numerous high quality, executive-level appointments arranged within new customer accounts



A long-term trust has been built for a mutually beneficial relationship



The sales pipeline has increased



Data protection and information management solutions provider



www.commvault.com



HQ - New Jersey, with over 2,000 people globally



BACKGROUND

Commvault is a data protection and information management solutions provider for mid- and enterprise-level organisations worldwide. All of the applications in Commvault's end-to-end data protection and information management solutions offer flexible deployment options and are built on a single platform, enabling businesses to move to the cloud.



FINDING THE RIGHT LEAD GENERATORS

AProspectAware, specialists in executive-level appointment setting, were initially approached by Commvault, with the sole objective of generating leads and increasing their sales pipeline. Commvault contacted one other telemarketing agency but were attracted to ProspectAware's technical understanding as well as their pricing model: they only expect payment on results, rather than the standard payment based on how many calls are made per day. ProspectAware's callers use a top down appointment setting methodology when targeting new business accounts which enables them to identify relevant pain points and specific business needs. They also manage their own data sourcing and building, which removes the headache often associated with out-of-date, inaccurate records.



THE CHALLENGE

Commvault has been using ProspectAware's appointment-setting services for the past year to help build the sales pipeline through qualified leads, resulting in face-to-face meetings with senior executives within new enterprise customers.

A focused appointment-setting strategy

APPOINTMENT SETTING STRATEGY

Commvault only needed to give the ProspectAware team limited product training because they were able to competently have technical, commercial conversations with the right people, at the right level of seniority.

Commvault set very demanding monthly SLAs for ProspectAware to achieve; even if they do not hit the volume, they guarantee that all of the leads they do generate are of a high standard. ProspectAware's experienced Account Managers maintain regular communication with Commvault's thirty-strong sales team and they are now fully integrated into the whole sales process.

RAPID RESULT

ProspectAware's highly skilled, technical team have gained a comprehensive understanding of Commvault's service offerings.

Commvault will continue to use ProspectAware's services to penetrate new customers, particularly in the enterprise space.



Goals and Objectives



Increase market share and sales pipeline



Arrange face-to-face meetings with senior executives within enterprise customers



Solution



A campaign was established to create senior level appointments



A weekly reporting system was set up to feed back on lead generation successes



TRUST

A long-term trust has been built for a mutually beneficial relationship



Focused accounts. Better conversations. Stronger pipeline.



A healthy pipeline. Long-term trust.

Over the past year, ProspectAware has helped accelerate Commvault's growth by delivering a consistent stream of high-quality meetings with target organisations, resulting in a stronger sales pipeline and long-term trust.



QUALITY

Numerous high quality, executive-level appointments arranged within new customer accounts



Why ProspectAware?



Eliminates a lot of the early lead generation stages



Delivers a consistently healthy pipeline of good quality leads



Trusted to accurately and competently represent Commvault



Proactive, efficient and easy to work with



Supports long-term growth and pipeline success

"ProspectAware have helped us to deliver new opportunities at a healthy stage of the sales cycle. They deliver a consistently healthy pipeline of good quality leads and are easy to work with. Their differentiator is that they can be trusted to accurately and competently represent Commvault, without the need for micro-management.

We have already closed some business on the back of their lead generation which is quite impressive, given the reputedly long sales cycle in the IT environment."

Nigel Williams

Commvault Marketing Director

"Working with Commvault has been a breath of fresh air. Not only are the sales and marketing functions extremely proactive and efficient, Commvault's technology itself is very impressive - clearly the reason that Gartner rate them a market leader! My overall experience of working with Commvault is absolutely fantastic and I look forward to working with them into the future."

Minhaz Ahmed

Head of Service Delivery



Data protection and information management solutions provider



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Technical expertise. Trusted representation. **Pipeline impact.**