

Information Builders Case Study

A global leader in enterprise business intelligence

DATA
INSIGHTS
PEOPLE
PROGRESS

RESULTS



15%
SALES PIPELINE
INCREASE
IN ONE YEAR



**C-LEVEL
DECISION-MAKERS**



**LONG-TERM
RELATIONSHIPS**



www.ibi.com



HQ — New York, USA



Deliver superior customer
service and market-leading
innovation in the software arena



IN SUMMARY

A Global leader in enterprise business intelligence requires an external agency to increase their sales pipeline:

Information Builders use ProspectAware's appointment setting service to meet C-Level executives in the top 2000 companies in.



ABOUT INFORMATION BUILDERS

IBI (Information Builders) is one the largest independent, privately held companies in the software industry. They deliver state-of-the-art technology that is transforming business in all commercial industries, government, and education. IBI operates in more than 60 global locations and has built an active customer base of tens of thousands of major installations at the world's leading organizations.



GETTING STARTED

IBI needed the ability to get scale from their internal sales operation, quickly, instead of going down the formal training route. They needed to outsource their requirement to a skilled organisation with experience in the sales and technology arenas. It was vital to combine business technology, and take the business values and messages to a relatively senior level ('C' level or heads of departments)



THE CHALLENGE

With a rapidly expanding sales team, IBI needed good coverage to develop face-to-face meetings across the UK and Ireland. They were targeting the top 2,000 enterprises in the UK, across all verticals, although their core verticals are Financial Services, Retail, Telcos, Utilities and Manufacturing.

Enterprise intelligence. **Senior conversations.** Stronger pipeline.

A targeted approach. A measurable return.

Turning opportunity into enterprise growth

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THE APPROACH

The campaigns started in August 2012, which is generally not the ideal time as the markets are closed, but still a good volume of appointments was achieved, split evenly across the sales team. There has since been a good steady stream of high quality, face-to-face meetings, and the campaign is still ongoing.

A targeted, segmented approach was taken, internally and with the combined resources of ProspectAware. The integrated approach created a powerful contact database. The specifications of the campaign, as well as the messaging and the approach, are being continually fine-tuned. The principal product areas have been: Intelligence and Analytics, and Data Management and Governance.

ProspectAware have been very proactive in their approach. They picked up the messaging quickly and integrated well with the IBI team members.

IBI held a bi-weekly update call with ProspectAware and receive a detailed monthly report. Each appointment made for IBI comes with a full review of all discussions, accompanied by a comprehensive meeting brief: the areas of interest that have been picked up, what has been positioned etc.



BI-WEEKLY UPDATE CALLS

IBI held bi-weekly update calls with ProspectAware to ensure alignment and momentum across the campaign.



DETAILED MONTHLY REPORTING

IBI receive a detailed monthly report, keeping the team fully informed on progress and opportunities.



COMPREHENSIVE MEETING BRIEFS

Each appointment includes a full review of all discussions, accompanied by a comprehensive meeting brief.



CONTINUOUS MESSAGE REFINEMENT

The specifications, messaging and approach are continually fine-tuned to stay relevant and effective.



15%

PIPELINE
INCREASE
IN ONE YEAR



\$80

RETURN FOR
EVERY \$1
SPENT



£250K+

TYPICAL
ORDER VALUE



SENIOR
DECISION-
MAKERS

THE RESULT

IBI have had a significant increase in their sales pipeline, up 15% within a year. There is a fairly long sales cycle, with relatively high order values, usually over £250,000. The communications and processes are all excellent. ProspectAware integrated seamlessly with IBI, rather than IBI having to adapt to ProspectAware's processes, due to their excellent communications and customer service.

MOVING FORWARD

It will be a long-standing relationship and there is no end date for this campaign. IBI regularly update the messaging, trying to be more relevant to more people. There are always changes and innovations in technology so there is a constant requirement to have renewed conversations with the target market.

Targeted outreach. Seamless integration. Measurable growth.

Clear objectives. Lasting enterprise growth.

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GOALS & OBJECTIVES



Quickly increase the sales pipeline for the sales team



Target the UK and Ireland's top 2,000 companies



Increase the customer base through new sales orders



THE SOLUTION



Identified a target list of 2,000 enterprise companies



Ran focused campaigns to establish needs across specific software product areas



CLIENT FEEDBACK

"ProspectAware was recommended to us and we did some market analysis and then finally chose them from three agencies. I would have no hesitation in recommending ProspectAware as they have consistently delivered on expectations."

VICTOR START — SALES LEAD,
AIRBUS DEFENCE AND SPACE

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MEETINGS WITH
SENIOR DECISION-MAKERS
AND KEY INFLUENCERS



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Clear goals. Senior engagement. Long-term value.