



Assisting Global Oracle Partner in Rebranding Strategy

CASE STUDY ON

DATA  **INTENSITY**

WHO ARE DATA INTENSITY?

Data Intensity is the largest independent multi-cloud managed services provider focused on mission critical applications, and managed services in a hybrid cloud world. Data Intensity focus on highly qualified Cloud and database Managed Services, deliver better performance, at a greater cost efficiency, and provide 24/7 reliability.

WHAT DO THEY DO?

Data intensity power their customer business processes with purpose-built solutions, and services; from front-end strategy and design to implementation, and migration to ongoing upgrades, and support all from a single vendor. By delegating complex, labor-intensive IT functions to a qualified MSP, allowing your best performers to focus on servicing your customers and what is core to the growth of your business.

THE CAMPAIGN

Matt Cowan Prospecting ran an initial telemarketing campaign trial for 'Red Stack' during the final stages of a merger between Red Stack, and Data Intensity back in November 2017. The goal was to help 'Red Stack' with the rebranding to 'Data Intensity; by calling into Red Stacks target market to a) raise awareness of the recent name change, and b) qualify interest to assist in new client acquisition, and revenue generation activities.

Campaign Execution

Initially Matt Cowan Prospecting approached one of the sales reps at 'Data Intensity' which Matt had known from a previous organization. The initial discussion was very positive, the sales reps knew that there was value in this type of engagement, as it would allow them to focus on deal progression, and revenue generation, leaving the time-consuming lead generation activities to another specialized organization. Once the MD was also onboard with the project; we agreed to run a 1-month trial campaign during the back end of 2017.

Setting up for Success

It was critical that the campaign was setup for success; and even more important the right tools, knowledge, and processes would need to be setup to ensure the project run flawlessly. Prior to starting the campaign, 'Matt Cowan Prospecting' and 'Red Stack' ran a briefing session to cover off some of the most relevant points to the campaign; these are listed below.

Technical Knowledge

'Data intensity' offer several IT Managed Solutions, and Consulting Services, which can be very complex to articulate over the phone; without the right specialized knowledge. Matt Cowan Prospecting needed to work closely with 'Data Intensity' to ensure that the assigned BDM making the calls would be able to articulate the value across multiple technology areas from a high-level perspective.

Solution:

Matt Cowan Prospecting assigned a very credible rep to Data Intensity, with over 9 years of experience working with other tech companies. Our BDM has years of experiencing working across multiple IT Solutions, so has a good solid understanding of how to articulate the technology to potential prospects of Data Intensity.

Lead Distribution, and Management

Given that we were dealing with multiple sales reps, it was important that all sales territories were called fairly, and evenly across the duration of the campaign. We needed to setup a process where all the data was set in a way which would enable an even playing field for all the sales reps across 'Data Intensity'.

Solution:

Matt Cowan Prospecting and the BDM worked together to ensure that the Call Data list was setup to enable even distribution of calling across all territories. Strict processes were in place which enabled an efficient call management process for every call that was made to the client's prospects. It was also very critical that we could amend and change this process to even out the lead distribution to each of the sales reps, depending on the results achieved.

Data Management & Campaign Reporting

Given that 'Matt Cowan Prospecting' were making over 60 calls a day; talking to multiple organizations, and decision makers, it was very key to record as much information as possible accurately, so it could be accessed easily by the 'Data Intensity' Team'. We needed an effective process to record all leads, emails requests, nurturing leads, number of calls made, non-interests, and competitive analysis.

Solution:

After a number of briefing calls with the 'Data Intensity' team we came to the conclusion that the true source of all data recording, would be within a user friendly excel sheet. The BDM, and MD at 'Matt Cowan Prospecting' worked on an efficient tracking system, by adding relevant tabs for call dates, status, and feedback, which made it easy for both parties to use the information to a) track the campaign progress / success, and b) for the BDM to track their own call backs and follow ups effectively.

THE RESULTS

The assignment was to generate net-new opportunities for the 'Data Intensity' Australian team over a 1 Month period. Our team made over 1,323 calls, generated 12 net-new leads and 24 Email Requests (nurturing leads). After the initial trial campaign was complete, 'Matt Cowan Prospecting' and 'Data Intensity' ran a lengthy debrief session to deep dive into the qualified leads and get a feel of the campaign success.

OVERALL ASSESSMENT

Given that data intensity had previously executed outsourced Lead Generation Campaigns with some not so pleasing results, it was great for the company to put trust and faith in 'Matt Cowan Prospecting' to prove that the system can indeed work and provide solid results. After the debriefing session both parties agreed that the initial trial was a success, and a plan was put together to run a long-term arrangement for the following year.

RETURN ON INVESTMENT

After just one year of using Matt Cowan Prospecting, Data Intensity were able to achieve a 300% return on investment from two large opportunities which were found and qualified by the direct BDM team.

REPEAT CAMPAIGNS

After the first trial campaign was complete, 'Mat Cowan Prospecting' and 'Data Intensity' agreed to work on a 1-year long-term arrangement, to continue the rebranding exercise for 'Data Intensity', and at the same time keep a constant follow of qualified leads topping up the Australian Sales pipeline. This is an exciting partnership for both parties, and we look forward to assisting the continuous growth of 'Data Intensity' for many years to come.

THE FUTURE

'Data Intensity' and 'Matt Cowan Prospecting' continue to build on their relationship, with 30% of the yearly arrangement complete, it is critical that both parties keep the communication channels running strong, with regular feedback sessions to discuss new ideas, strategy, data management, and processes to help drive the partnership, and results to new levels of growth.



Data Intensity – (Global Independent Application and Data Management Services Vendor – (Gold Oracle Partner)

“RedStack (Data Intensity) engaged Matt and his team to help with the rebranding strategy of RedStack to Data Intensity, with the objective of generating qualified leads for the Australian based sales team. The team are highly effective, and very professional. Due to the success of the initial trial we decided to create a long term partnership with Matt Cowan Prospecting for 2018, and couldn’t be happier with the results. Myself and my team would recommend Matt’s team to other businesses looking for similar services in the B2B Lead Generation space”



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