

The Genwi Success Story

GENWI

Company Profile Genwi is the first mobile content engagement platform designed to mobilize content, enable sales and engage buyers. Genwi's Mobile Content Engagement Platform helps companies create and deploy a sales enablement app that gives reps streamlined access to content from across the enterprise, enables them to customize and share relevant content with prospects, tracks all user activity and integrates with existing systems and workflows so it's tailored to the needs of the company.

As an innovative sales enablement company, Genwi has ambitious goals for its adaptable and powerful marketing system, with the founders seeking to provide a unified, single point of access for all content across a company. With Genwi's aggressive sales goals, cold calling seemed like it would hinder the company's early momentum, especially since Genwi was a fresh entry in an emerging technology space.

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Corporate Profile Boston-based SimplyDIRECT supports sales and marketing teams by engaging key contacts within their clients' target accounts and generates detailed profiles about the prospects' strategy and buying intentions.

simplyDIRECT

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“We were in a new market, and we wanted to make a big splash,” says Rajesh Soundar, Vice President of Sales at Genwi. “We were already developing content, but we didn't want to wait to build our own sales pipeline through cold calls. We needed a very turnkey, fast way to get connected with the right buyers.”

Expanding the pipeline

Genwi turned to SimplyDIRECT and its survey-based lead generation program. The survey is designed to engage contacts

based on their role in hand-picked target accounts. The survey answers provide valuable insight into a particular individual, their company and even the market segment.

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Appreciating the results

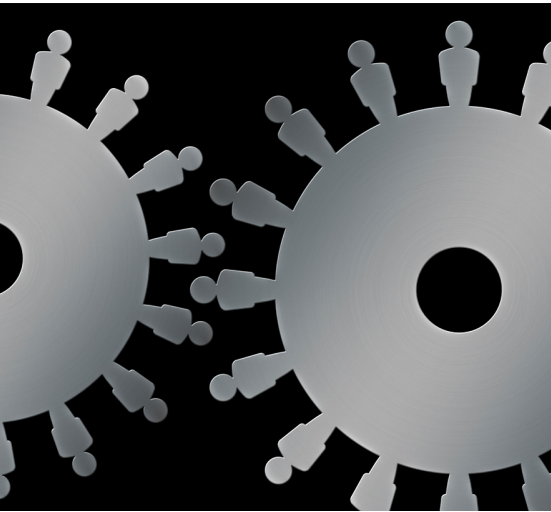
When Genwi launched its first SimplyDIRECT campaign, it contracted to receive 150 completed surveys from its selected accounts. Rajesh says that without the campaign, Genwi's sales team would have taken at least three months just to find the best contacts through cold calls. Turning those into sales calls would have added another one to two months onto the process.



SimplyDIRECT offers three core services:

1. Custom contact database development
2. Opt-in, executive-level lead generation
3. Cleansing and updating of client databases

But with SimplyDIRECT, Genwi was connected with the right buyers right away and each had already completed a detailed questionnaire offering real insight. Rajesh notes, "The process went so smoothly, and the SimplyDIRECT team was excellent to work with. We felt supported every step of the way."



Not only did SimplyDIRECT help Genwi find the demand it was looking for so that the company could launch right into its sales cycle and build a more robust pipeline, but the campaign results also gave Genwi insights that helped the company adjust its product and messaging.

"The campaign results validated that our program's messaging needed refinement," Rajesh notes. "Because of SimplyDIRECT, we were connecting with the right people, and that allowed us to look at how we were positioning ourselves. Because of that, there was greater traction from this program than others."

Return on investment

Before the very first campaign with SimplyDIRECT was even over, with the initial campaign still providing leads, Genwi decided to do a second campaign. This time, Genwi's sales team had enough familiarity with the process that they were able to move even more quickly toward setting up calls with prospects. In fact, the stream of survey wasn't even complete before Genwi's sales calls were being scheduled.

The Pulse Report, a graphically compelling summary of the research findings of the survey campaign supplied by SimplyDIRECT, validated Genwi's insights into the sales process, and indicated that the shifts it had made to the product and messaging were paying off. "We saw that we were helping to engage marketers more effectively, and the report became an asset we could use to approach prospects," says Rajesh.

In expanding its pipeline, getting more leads, and building its own content library through Pulse Reports, Genwi is getting the traction that it wanted, and gaining insights for future sales efforts.

"Without SimplyDIRECT, we would have continued with trying to generate leads from less targeted programs, and may have even hired another sales rep or two," Rajesh says. "Instead, we've launched two more SimplyDIRECT campaigns and in the interim landed some targeted clients. SimplyDIRECT has been a great way to support our sales team and to reach our goals faster."

simplyDIRECT

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