01 CASE STUDY

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Riverbed Case Study

Global IT Performance Platform provider requires sales pipeline development

Results

- Meetings arranged with decision makers or key influencers
- Sales pipeline increased for all territories

ROI 1:80

$80 return for every $1 spent

- Global leader with 52% market share within WAN optimization
- www.riverbed.com
- HQ – California, USA

BACKGROUND

Riverbed uses ProspectAware for executive level appointment setting to penetrate larger accounts and to develop new business opportunities for new starters and new product lines.

GETTING STARTED

An initial campaign was focused on calling into Sweden plus UK retail and reaching high level executives within companies that Riverbed did not have any relationship with. ProspectAware were representing Riverbed's Steelhead appliances and successfully completed the project one week before the expected date. A challenge for Riverbed was penetrating into their Global 2000 accounts. ProspectAware have been able to arrange appointments.

BUILDING BRIDGES

Riverbed has a very large global sales team. ProspectAware focus has been across UK, Ireland and Northern Europe. Effective communication between the marketing team and the field sales executives is an area in which ProspectAware excelled. Involving the relevant sales executive throughout the lead generation and appointment setting process has given these sales executives confidence in the meetings which ProspectAware is continuing to deliver for them.

QUOTE

"We selected ProspectAware following a very successful pilot and have consistently been delighted by the quality of the results that PA have achieved for us. Their service has been incorporated as a key element of our sales and marketing program at Riverbed in the UK. Their team is intelligent, responsive and a pleasure to do business with. ProspectAware has had a dramatic impact on our sales pipeline overall"

Paul Coates, Regional Vice President, UK, Ireland and Southern Africa

More conversations. | Bigger opportunities. | Stronger revenue growth.

02 STRATEGY

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A holistic approach to qualified leads

THE BRIEF

ProspectAware worked in close partnership with Riverbed to develop and execute a targeted lead generation strategy, providing dedicated sales development resources to create new business opportunities across multiple territories. The programme required close management of distributor and channel partner relationships as well as alignment across multi territory sales and marketing departments.
ProspectAware identified relevant target companies, built a bespoke database of contacts, executed top down cold calling campaigns and fully integrated into Riverbed's sales methodology.

THE SOLUTION

ProspectAware acted as a true extension of Riverbed's sales and marketing functions. By involving the relevant sales executives throughout the lead generation and appointment setting process, the team ensured confidence in the meetings being delivered. Riverbed has several products and offerings which are considered innovative within their own fields, and ProspectAware has started to execute campaigns focused on these products across several geographies while continuing to strengthen the relationship with Riverbed's sales and marketing team.

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Approach

- Manage relationships between Riverbed / distributor and channel partners
- Manage multi-territory sales and marketing departments
- Identify relevant companies and build bespoke contact databases
- Execute top-down cold calling campaigns
- Integrate into sales methodology

QUOTE

"This was a cracking meeting - thank you for setting it up. We are going to evaluate immediately and solve immediate problems. Well done."

Tom Kyne, Regional Sales Manager at Riverbed Technology

Focused prospects. | Qualified meetings. | Stronger pipeline.