

# IT giant gets needed **Data Intelligence** to Optimize Business Performance

Adds fields such as IT Budgets, Revenue size, Technologies in use and past ERPs used to In house database

## ABSTRACT:

The Client faced a roadblock in their recent initiative for the cloud services market. To increase the efficiency of marketing activities, they needed to know the IT budgets, Revenue size, Technologies in use and past ERPs used by the contacts in their existing in-house database. To achieve this, the client approached several database intelligence providers. After a thorough search, they found one provider who could provide all needed insights within a period of 7 days. This is where Span Global Services came into the picture.

### Solution Highlights - Data Intelligence added to the client database by Span Global Services



**10,000** New Cloud  
User Contacts Added



Complete **Cloud**  
**Solutions** Coverage



IT **Budgets** and  
**Revenue**



**Technology Type** in  
**Current Use**



**Past ERP**  
**Solutions Used**

## Why acquiring these particular fields proved difficult?

IT Budget is an organization's internal information that is difficult to access.

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Immediate campaign launch made information gathering more difficult for database providers.

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Researching a company's current and past technology usage is an extensive job, especially on a large-scale as this requires focused time, infrastructure and specialized expertise of the sector.



## SOLUTIONS:

### Complete Cloud Solutions Coverage

Before the campaign was to be launched, the client wanted the intelligence fields to be collated by experts. This is where Span Global Services came into the picture. We offered them a holistic 4 step revamp to accomplish desired results.

#### **Step-1:** Advanced list segmentation

The existing list was segmented under seven customized brackets:

1. Cloud Managed Services (CMS)
2. Top CMS Integrators for the client partner
3. Cloud Automated Modular Management (AMM) Competitors
4. SAP Applications by installer user-base volumes
5. Oracle and SAP Resellers
6. MSP and Reseller recommendations/partners
7. SmartCloud Top Competitors

**The updated list was collated with contacts from various job titles, including:**

CTO/CIO

VP-IT/Apps

Director – IT/Apps

IT Managers

Key Decision Makers

## Step-2: Data Intelligence Fields

Where competitors failed, Span Global Services was able to offer the client with 13 specialized data intelligence fields.

### Special Mention:

**IT Budgets and Revenue:** IT budgets are discussed closed doors as it is the foundation of an organization's key strategies. Gathering such information for thousands of list participants is a daunting task. For the client, IT budgets of their target segment meant further personalization of campaigns and providing cloud solutions that are affordable to the recipients' pockets.

#### How this helped:

Improved personalization of campaigns | Targeting prospects according to their affordability

**Technology Used** – Recent and Past: Collating a company's technology usage history of ten years is a laborious process. With little time to launch the campaigns, the client required a quick fix to the problem. This would further aid personalized campaigns with technological preferences.

#### How this helped:

- » Targeted campaigns as per the prospects' technological preferences
- » Assistance in choosing the tone of communication: direct-selling (for new customers) or migration (for old customer using competitor products)
- » Revenue expenses retained for added costs like infrastructure set-ups, on-field resources, enhanced market analysis tools etc.

## Personal Information

First Name Last Name Job Title(s) Email Address Phone Number(s) Fax Number(s)

## Company Information

Company Name Company Address Company Website URL SIC Code Primary Industry Secondary Industry

Employee Size Revenue Size Social Media URL(s) Technology Type IT Budget Other ERP Solutions Used

Other ERP Solutions Used

### **Step-3:** Focus Account Contact Enrichment

The Focus Account Contact Enrichment process, better known as “MHA”, is a customized database management package that includes complete Contact Appending + Cleansing + Updating of the list.

We presented the client with input and output samples, investment and success estimates regarding the project. Almost instant approval was granted by the client.

As part of the process we also identified key problem areas of the client database, appended relevant but missing fields, communicated with cold contacts, and retained old prospects as well as gained new ones.

#### **Step-4: Data Validation and Compilation**

After the list contacts were accumulated, we entered the data validation phase.

- » We validated the input file on basic criteria like job titles, industry, location etc. and for value add options like new technology installations, IT budgets, merger and acquisition details etc.
- » Phone numbers were matched with DNC registries and addresses were matched with the NCOA.
- » The final compiled list and contact validity report was submitted to the client.



## RESULTS:

- » We added **10,000** new industry-specific contacts to the list, increasing the impact of the client's targeted campaigns.
- » The final updated Cloud Solutions database consisted of:
  - 12,500 Oracle Application (EBS, R11, R12) Users' contacts
  - 31,134 contacts from Cloud Solution using companies with revenues above US\$ 500mn
- » The entire database updating process was completed in 1 week, which was way beyond what our client expected.

With this we had another happy client. A good deal turned into a strong relationship, they returned to us for more business and wanted to use our other digital marketing services for their future endeavors.

**“It was an excellent experience working with you guys. We’ve never come across a company who provides such elaborated Data Intelligence fields to update prospect records. Sample campaigns with your data were a complete success. ... We are looking forward to utilize your other services as well for [our] future endeavors.”**






## ABOUT US

Span Global Services is a leading provider of digital marketing and data-driven services. The brand's forte lies in its data intelligence, which holds the largest intellectual mapping available in the industry. As an expert B2B marketing solutions provider, Span Global Services specializes in customized services using the latest business models in online marketing, search marketing, and innovative data strategies. It is the only social verified and email verified data provider across the world today. With nearly a decade's expertise in digital marketing, its business intelligence enables companies to utilize the intellectual online marketing strategies along with data insights, market reports, and IT support services. Consulting, Marketing, or Outsourcing solutions — Span Global Services is the most preferred choice.



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-  [www.spanglobalservices.com](http://www.spanglobalservices.com)
-  [info@spanglobalservices.com](mailto:info@spanglobalservices.com)
-  877-755-0023

