Shorten Your Road to Revenue.
SalesRamp – providing qualified lead development programs for over 70 early stage technology firms.
www.SalesRamp.com

SALES ACCELERATION

SalesRamp Case Study

Client Overview

Asempra is developing a new class of data management software that enables IT operations to build a continuous infrastructure to support their real-time business. By leveraging in-place storage and network systems, Asempra's solution:

- Reduces the management complexity and tools required for data management
- Eliminates the business risk inherent in existing solutions
- Slashes capital and operations expenditures

Opportunity

Prior to product launch, determine the final & best market positioning, messaging and value proposition for the company & products based on in-depth customer primary research. Produce a predictable number of qualified sales opportunities to ensure a rapid time-to-revenue following the launch.

Solution

SalesRamp Market Validation Study

Results

"I highly recommend SalesRamp. Their deep knowledge, professionalism, iterative process and teamwork really produced one of the best and most convincing third-party validation studies I've seen."

"With the Market Validation Study, SalesRamp gave us the insights needed to tune our market positioning, core product features and go-to-market programs to address real pain in the marketplace. This provided us a laser-sharp focus on product messaging and target customers."

Marty Ward, Vice President, Marketing

"The market validation Study was such a powerful way to gather insight and in the process get some great qualified leads. I don't think I'd ever approach launching a new company again without using this methodology."

Debbie Parry, Marketing Manager

About SalesRamp

SalesRamp provides Sales services to optimize the Front-End of your Sales Process and to produce predictable revenue. We also provide Marketing Services to help optimize your Target Markets, Messaging, Positioning and Go-to-Market Strategies. We work with early to mid-stage companies in market segments that include enterprise software, networking, infrastructure, data storage, telephony & security. SalesRamp was founded in 2001 and is headquartered at 2672 BayShore Parkway, Suite 605, Mountain View California, 94043. 650.404.1699.   www.salesramp.com