NeoScale Systems Jumpstarts Growth in Hot Storage Security Appliance Segment

Salesramp Case Study

Qualified Lead Development Project Exceeds Goal by 22%, Gets Company Onto Fast Track

Executive Summary

Client   NeoScale Systems
              www.neoscale.com

Industry   Enterprise Security

Segment   Storage Security

Company Profile
NeoScale Systems, Inc. is a leading provider of enterprise-class security solutions for data storage. The company provides a suite of products to add scalable, high-performance, strong encryption and authentication services to readily achieve storage data confidentiality in a variety of online, nearline and offline storage environments. The resulting solution lowers the cost of protecting highly accessible, distributed storage infrastructures and enables greater efficiencies for the management of storage capacity, consolidation, continuity and compliance.

Problem
Establish an entirely new Qualified Lead Development function. Leverage compliance-driven secure storage market growth and capture fair share of account footprint and market share as quickly as possible.

Solution
Implement a SalesRamp Qualified Lead Development Project

Results
- The Qualified Lead Development Group is in place and was exceeding plan by 22% at project end

- Field sales reps got face time with highly-qualified prospects, not "tire kickers"

The Opportunity
IDC predicts that by 2006, the vast majority of enterprise storage will be networked and distributed, bringing with it a host of new security challenges. Beyond protecting geographically dispersed storage resources, protection must be provided for stored data on portable or virtualized media that can easily be compromised or stolen.

Until now, no integrated solution for this type of security has existed. NeoScale overcomes these challenges with a product line that complements current network security practices and is designed specifically for the unique characteristics of enterprise storage - both primary and secondary.

The NeoScale products simplify security policy administration, key management and data management capabilities to enable storage or security professionals to deploy strong data protection to support an organization's existing infrastructure and evolving business requirements.

The Problem
NeoScale knew they had a great product line offering in a hot market segment.

The question was how to quickly and cost-effectively tap the marketplace, establish a growing footprint, and drive predictable sales growth.

Key challenges involved:

- Finding the right Qualified Lead Development strategy to quickly produce truly qualified leads

- Recruiting and staffing the team in a time of increasing competition for Lead Development talent

- Creating a repeatable predictable practice that would deliver results time after time

The Solution
NeoScale contemplated designing and building a lead development group from scratch. They also considered contracting the work outside to an outsourcing firm. However, senior management had used outside vendors for lead generation with mixed results. This made them somewhat wary of this approach.

Coincidentally, a member of their Board of Directors and a leading venture capitalist recommended a proven alternative: SalesRamp's Qualified Lead Development program.

With SalesRamp, NeoScale would quickly benefit from having their own in-house qualified lead generation group designed to find qualified prospects with money to spend and storage security problems to solve.

In about 3 months, using SalesRamp's proven methodologies honed in over 70 client engagements, NeoScale could benefit from:

- A complete end-to-end and closed-loop methodology for consistently generating a predictable number of Truly Qualified Leads (TQLs)

- A predictable front-end to the sales pipeline and revenue forecast

- Improved sales intelligence to better manage the business

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"In creating our qualified lead development group, SalesRamp significantly improved our sales efficiency. When our field sales team gets a lead these days, they know it's been well-qualified and is ready for them to work immediately."

- Dore Rosenblum, Vice President, Marketing

Project Start Up

SalesRamp met with NeoScale executives to outline project objectives and understand what issues were keeping NeoScale execs awake at night.

Among the issues were critical questions seen time and time again by SalesRamp across a large number of early-stage, high-tech company projects:

- Who are the prospective buyers for our products? How do we quickly find, qualify and move them into our leads pipeline and front-end of the sales funnel?

- What are the prospect's "pain points?" What situation or event will compel them to buy now? Do they have the budget set aside?

- What is the compelling product position & message to them that will convert them from a prospect to a customer?

From there, SalesRamp tailored a Qualified Lead Development project strategy for NeoScale. As a first step, the sales force automation system was audited to identify any improvements or changes needed to maximize its impact on managing the Qualified Lead and Sales Pipelines.

A kickoff meeting was held with NeoScale executives to ensure all project objectives, milestones, deliverables and preliminary performance measures were clearly communicated and agreed.

At the same time, preliminary monthly and quarterly TQL goals were set for each Qualified Lead Development Representative and for the team as a whole.

Operational Phase

After establishing the lead development practice and building the team, SalesRamp turned to the operational and results phase of the project.

At the end of the 2nd month of the project, formal TQL performance goals were set.

Program documents and practices were continuously updated and improved to guide the team during and after SalesRamp's onsite project work. This included call monitoring, coaching, updated scripts, product positioning and messaging, all gleaned and integrated in real time from prospect contacts.

Throughout the project, SalesRamp's Program Manager and Vice President of Client Programs met weekly with NeoScale executives for an in-depth project review. Execs were briefed on overall project progress, lead development forecasts vs. actual performance, staffing and other key project details.

A final executive briefing was held at project end to formally deliver all project process & methodology to the NeoScale team, and to discuss downstream performance objectives and measures.

Since SalesRamp earns a percentage of its fees based on the actual number of truly qualified leads delivered, arrangements were made to jointly monitor and measure the lead development performance for the two months following the completion of the on-site project work.

Results

Within 3 months, NeoScale had a fully-operational Qualified Lead Development practice producing a predictable flow of Truly Qualified Leads (TQLs) that would continue long after SalesRamp's on-site engagement ended.

Peter Dixon, NeoScale Vice President of Worldwide Sales notes:

"SalesRamp's approach benefited us and the management right from the start. They gave the program the initial energy when it was needed as at the time we were extremely busy involved in staffing up open positions. The process has worked well for us."

Dore' Rosenblum, NeoScale's Vice President of Marketing adds:

"SalesRamp delivered unique value in improving our overall sales efficiency. With our new lead development group based on SalesRamp's qualified lead generation methodology, our field sales reps now get high-quality leads that allow them to invest their time where it pays out: in front of qualified prospects and not chasing after low quality unqualified inquiries."

And, the numbers speak for themselves. At completion, the Qualified Lead Development Team was performing at 22% above plan. By following the SalesRamp methodology, they will continue to enjoy improvements in sales productivity & qualified lead generation far into the future.

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

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