



SalesRamp Case Study

Client Overview Pilot’s operational performance management solution helps organizations dramatically improve performance by rapidly aligning day-to-day execution with strategy. More than 300 organizations worldwide use Pilot Software’s solutions.

Pilot Software was the only dedicated performance management provider to be named to the 2004 DM Review 100 and a finalist in the 2005 Codie Awards.

Pilot Software was founded in 2002 and has headquarters in Cambridge, Mass. and Mountain View, Calif.

Opportunity Fill the sales pipeline with qualified opportunities using a closed-loop methodology.

Solution SalesRamp Lead Development Program

Results "When we launched Pilot Software, we needed to rapidly build awareness and generate new business.

SalesRamp quickly created the buzz we needed and generated a number of qualified opportunities to make our plan. I can definitely say that SalesRamp played a key role in the successful re-launch of our company.

I have recommended SalesRamp at least 10 times to other Valley tech executives as the shortest route to building a pipeline of qualified opportunities."

Kurt Bilafer, Vice President, Worldwide Sales & Services

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