

Case Study

ERP Vendor
Lead Generation
Transport, Travel & Leisure
Performance Optimisation

Performance Optimisation Lead Generation for ERP Vendor

The Client

Martrain has established a long term partnership with this vendor, working consistently with the ERP giant over the past decade to deliver hundreds of successful lead generation and account profiling campaigns across their entire IT solutions portfolio.

The Campaign

Against the backdrop of a global recession the vendor announced the launch of their Performance Optimisation initiative. The offerings combined the vendor's software and services with special financing terms to deliver rapid return on investment. The initiative aims to help customers address real-time business issues, including more efficient management of information on cash flow and liquidity, maximising a global workforce through change and how to optimise procurement and supply chain processes.

Following the initiatives launch Martrain were engaged by the vendors Head of Enterprise Marketing to generate sales opportunities in a selection of Large Enterprise (LE) accounts comprising both existing customers and net new prospects across transport, travel and leisure sectors.

After the 38 target accounts had been defined Martrain engaged with the vendors Account Executives (AE) to develop an understanding of current activity within the accounts. A significant existing knowledge of many of the vendors LE accounts, combined with close working relationships with the AE's, enabled Martrain to prioritise those accounts most likely to produce sales opportunities and define tailored approaches.

Past experience across the vendor's solutions suite enabled Martrain to quickly focus on, and lead with, the two most productive elements of the Performance Optimisation solution set - Talent Management, including e-Recruitment, and e-Sourcing, including Spend Performance Management.

The Results

A total of 10 qualified opportunities were generated during the campaign.

- 6 opportunities with budgeted projects to begin software evaluation within the next 6 months.
- 4 opportunities to begin software evaluation within the next 7-12 months.
- Martrain's in-depth product knowledge across the vendors portfolio enabled them to identify additional opportunities outside the campaigns remit including

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