

Martrain Case Study

The Client

SAP is the largest business application and Enterprise Resource Planning (ERP) solution vendor in the world. Redwood Software is a developer of business process automation, job scheduling and report managing software. In January 2006 the two companies set up a formal alliance partnership to enable SAP clients to use their applications in the most cost effective and efficient way. This alliance created the product SAP Central Process Scheduling by Redwood (SAP CPS)



Redwood wins SAP ISV Partner of the Year by Revenue

The Technology

SAP Central Process Scheduling is a real time, event driven process automation and job scheduling solution for the SAP landscape. It offers the highest levels of performance, functionality and flexibility for managing IT workload within SAP and across the wider application environment. A basic version of this solution is now part of new SAP implementations, to access more sophisticated functionality the customer has to purchase the full version.



“Some campaigns are not about reaching more people; they are about reaching the right people, with the right message, in the right way. Smart engagement maximizes revenue.

Using Martrain provided the sales managers with concrete opportunities.”

Programme Manager - Manufacturing, SAP

Client:

SAP Redwood Partner Alliance

Technology:

SAP Central Process Scheduling by Redwood (SAP CPS)

Target Market:

88 Large Enterprise SAP Clients

Results:

29 Leads
Redwood win SAP ISV Partner of the Year by Revenue

The Challenge

An Account Manager has to focus on the key people and the largest opportunities within an account and often does not have the time to go beyond their core contacts. Selling additional solutions can be time consuming and the Account Manager has to assess the return on their time investment carefully. This means that valuable additional sales opportunities may be lost. The challenge was therefore to drive new revenues without compromising the Account Managers' time.

The Solution

- Working closely with SAP and the Alliance Director Martrain designed a one to one marketing campaign
- After creating a thumbnail sketch of each account, individually tailored letters and emails were sent to carefully selected targets
- Follow up calls, again with individually tailored messages, built a business case for the solution to be considered
- Once firm interest had been established the dialogue could then be developed by the Partner or Account Manager directly



“Sales Intelligence”

tel + 44 (0) 117 923 9200
email info@martrain.co.uk
www.martrain.co.uk

The Result

Over the last twelve months Martrain has done three campaigns targeting 88 accounts. 29 leads have been generated and in 2007 Redwood won the SAP ISV Partner of the Year by Revenue.

| | |
|-----------------------|-----|
| Total Target Accounts | 88 |
| Leads | 29 |
| Lead generation rate | 33% |