2012

SALES & MARKETING

INTEGRATION AWARDS

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DEMANDGEN REPORT

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TECHNOLOGY DRIVES THE NEXT WAVE OF SALES AND MARKETING INTEGRATION

While B2B organizations have traditionally focused on mapping marketing automation to CRM systems, business success today hinges on the integration of many different tools and platforms. That's why our 2012 Sales And Marketing Integration Award winners demonstrate a unique ability to tie technology integrations to their overall demand generation processes.

In previous years, DemandGen Report has honored companies for developing strategies, processes and tactics that align the efforts of their marketing and sales teams. This year, our winners' case studies often focus on how demand generation efforts now extend far beyond marketing automation. In fact, this year's winners are tackling complex projects that involve multiple technology platforms, data stores and workflows; in some cases, they have replaced legacy systems with more intuitive tools to integrate their marketing and sales initiatives.
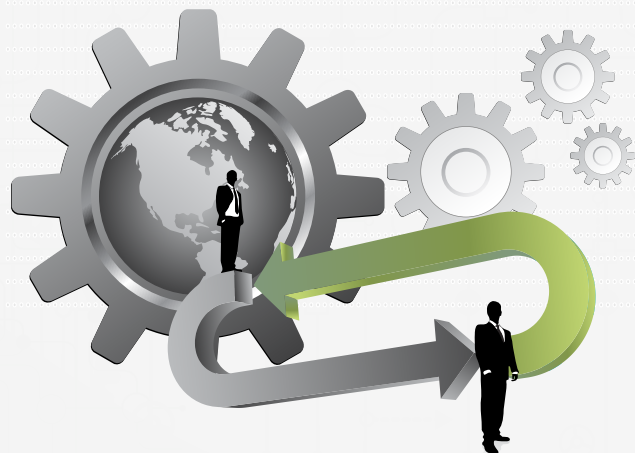
Specifically, this special report profiles our 2012 Sales And Marketing Alignment Award Winners for their accomplishments integrating:

- **DATA**- Enhanced data integration to provide sales and marketing with new visibility into prospect and customer touch points;

- **SOCIAL**- Managing and cultivating social communities to monitor conversations, refine marketing messaging and enable sales;

- **TARGETING**- Segmenting prospects and customers to provide relevant content based on pre-determined attributes, such as digital behavior and activity;

- **ONLINE EVENTS**- Using online event and webinar platforms to enhance segmentation strategies, nurturing, scoring, data collection and application, as well as sales acceleration; and

- **SALES ENABLEMENT**- Implementing tools and tactics to help marketing empower their companies' sales teams.

Our awards also recognize the winners' ability to establish systematic, repeatable processes for success with definitions and blueprints to optimize their internal operations; and to create improved conversion rates deeper in the funnel with targeted and relevant content.

B2B companies were able to nominate themselves or on behalf of someone else. Winners were selected by the DGR editorial staff and are listed in this report alphabetically.

ACTING ON AUTOMATION EFFICIENCY

Act-On Software, a cloud-based marketing automation platform, entered the marketing automation market several years after existing key players established their presences. Enjoying what the company calls the **"Last Mover Advantage"** in its industry, Act-On crafted its platform features and go to market strategy to reflect customer needs and address its competitors' key shortcomings.

Act-On's core platform, which is also used for the company's own sales and marketing operations, incorporates a third-generation email system and the "InstantOn" database. The platform has a number of built-in tools that the company has developed and integrated itself, including a **Visitor Tracking tool, Competitive Insight, Hot Prospects** and **Twitter Prospector**. Focused on enabling visibility into data-driven metrics, the company's teams also integrate key external tools, including WebEx, Data.com and LinkedIn.

Act-On marketers generate, qualify and score leads from multiple channels, automatically syncing with Salesforce, routing sales-ready leads and alerting salespeople in real time. Salesforce also integrates with Act-On's Website Visitor Tracking tool, enabling salespeople to set alerts to notify them when someone in their geographic territory is on the web site, and to set alerts for specific people or companies. The Website Visitor Tracking tool also integrates **Data.com, LinkedIn** and **Google** to facilitate identification of anonymous visitors.

The Hot Prospects feature, a lead and opportunity barometer dashboard, is used by the sales team for **greater visibility into the right prospects**, as well as the appropriate time to take action. The WebEx integration has proven to be a key part of the company's lead generation strategy, as targeted email campaigns drive traffic to thought leadership webinars and product demos.

Act-On also integrated **TimeTrade**, an appointment scheduling solution that sales reps use to include scheduling links in their email signatures and streamline appointment scheduling for prospects. Act-On integrates **WordPress** to manage its blogging efforts, and has seen growth in blog interactions, tweets and retweets.

The Act-On sales and marketing teams collaboratively define "sales-qualified" and "marketing-qualified" leads and apply those definitions to campaign content, list segmentation, scoring indices and nurturing campaigns. Marketing provides sales with prioritized lists of sales-ready leads, and sales returns not-really-ready-to-buy leads to marketing for nurturing. The integrated technologies **support open lines of communication** and implement team choices, driving demand and revenue.

In Q1 2012, Act-On acquired 246 new customers, compared to 171 new customers added in the previous quarter, and the company's **revenue increased more than 350% year-over-year**. Act-On's 2012 revenue is projected at $15 million.

Act-On Software

Inception: 2008

Headquarters: Beaverton, OR

Revenue: $15M (projected for 2012)

OPEN COMMUNICATION SUPPORTS SALES ENABLEMENT

Cisco Systems, a worldwide provider of networking and communication solutions, started an initiative led by the marketing team's Sales Enablement division to **understand and optimize its lead management processes**. The division issued an EMEA-wide survey to its sales team asking for feedback on lead quantity and quality, and on marketing's support in pre-qualifying and advancing leads in the sales cycle. The feedback from the team was the key factor in designing a program to provide sales with the right information at the right time, enabling them to move leads and opportunities through the sales funnel more efficiently.

The Cisco Program Operations team developed a program to **automatically provide relevant assets** to the sales team, helping them to concentrate on closing new business. The company set up a content matrix containing all available assets mapped to values such as the industry, product interest, competitor information and even budget information. Automation technology then **maps the assets available to the opportunity values**, and sends sales the appropriate content for each prospect. The program tracks the creation of new opportunities converted from leads or manually entered in salesforce.com.

Cisco leverages **Activity Driven Content (ADC)** to generate a custom-tailored email to the respective sales person with all appropriate sales assets, sent via Eloqua, the company's marketing automation platform. Currently there are about 70 ADC Rules containing more than 300 different content assets. Newly created opportunities are mined via salesforce.com data.

The company executed a separate survey to collect feedback from the sales team regarding program success, which found that 70% of the sales team is "completely satisfied" and agrees the program helps them do their jobs better. Half of the respondents said the content was targeted "exactly right," and more than 60% are "completely satisfied" with the amount of emails they are receiving. Overall, more than **65% of the sales team uses the supporting materials and assets** that are provided through the program.

A direct impact can be measured in Salesforce comparing touched opportunities versus a control group, which found a:

- 33% gain in size of the opportunity;

- 11% increase in velocity; and

- 39% gain in average booking size.

This program illuminates the benefits of marketing automation, as the marketing team is able to provide personalized emails containing specific information automatically and proactively to enable customers' conversations with sales. This increases the sales team's productivity and frees up time for sales to focus on the customers' needs. Additionally, marketing is able to **measure its contribution to the pipeline.**

Cisco Systems

Inception: 1984

Headquarters: San Jose, CA

Revenue: $43.2M

CLEANING UP THE CAMPAIGN PROCESS

Coverall, a global commercial cleaning franchising company, operates 90 support centers with 9,000 franchise owners in 10 countries and more than 50,000 customers.

Coverall implemented SalesFUSION360 for marketing automation to optimize its lead generation programs and enhance revenue. The platform, integrated with Sage SalesLogix, facilitates key processes such as lead scoring, management and routing. The company has leveraged marketing automation to identify missing email addresses in the CRM, enabling marketing and sales teams to effectively reach more contacts. The Coverall sales team uses automation to stay in contact with prospects by **turning over the creation and management of email campaigns** to the marketing team.

The lead generation team pre-builds campaigns that are personalized by each sales rep. The email campaigns are much more targeted in their content and their calls to action. The sales team has experienced greater satisfaction with the CRM system because the **key response data from web site visitor activity, surveys and email campaigns** are all contained within the lead/contact records inside of the CRM. Alerting mechanisms notify sales reps when pre-qualified leads have hit their web site or responded to a personalized sales or marketing campaign.

Coverall has increased its email campaign volume and effectively reaches more contacts in the company's CRM. Coverall can obtain **accurate analytics** by deploying surveys within the SalesFUSION360 platform, which has helped teams to convert more leads from marketing qualified to sales qualified.

Coverall

Inception: 1985

Headquarters: Deerfield Beach, FL

Revenue: $126.5M

INTEGRATION SUPPORTS PRODUCT EVANGELISM

HubSpot, a provider of inbound marketing software, underwent dramatic changes in the last year. The company hired a team of engineers that rebuilt portions of the product, in addition to launching entirely new tools. The biggest challenge during this product evolution was to ensure that current customers have the **information and training** they need to use the new tools.

HubSpot addressed this challenge in a number of ways, including:

1. Building up the company's User Experience (UX) team to improve the interface of the app itself, making it more intuitive;

2. Adding advice and prescriptive next steps throughout the software;

3. Investing in continuing education classes for all customers;

4. Staging the roll-outs and data migrations over time; and

5. Providing additional one-on-one support for beta users, user groups and resellers to ensure that the rollouts are properly communicated.

The company integrates with a variety of technology platforms for Search Engine Optimization (SEO); blogging and social media; lead generation; lead management; email and marketing automation; and marketing analytics.

Sales, marketing and services teams **meet weekly to make sure goals are being met**, and the company implemented a Service Level Agreement (SLA) to ensure that marketing is meeting lead quotas, and that sales reps are following up on those leads.

The entire company is now **aligned based on its marketing personas**. For example, for businesses with less than 10 people, marketing, sales and services employees sit near each other and meet weekly to make sure they are working together as effectively as possible. Since implementing these strategies, the company has seen a:

- 55% increase in customers;

- 73% increase in employees;

- 202% increase in usage of HubSpot; and

- 81% increase in revenue.

HubSpot

Inception: 2006

Headquarters: Cambridge, MA

Revenue: $29M

INTEGRATING EVENT DATA TO SCORE LEADS

Internap, a provider of high-performance IT infrastructure services designed to enable users to improve web site performance, underwent major changes to its marketing department during the last 18 months. The company focused its overhaul on the talent, tools and processes to accelerate lead generation and enhance marketing and sales effectiveness.

The company has integrated with a variety of technology platforms, including **Data.com, Demand Tools, Google Analytics, GoToWebinar, Hootsuite, Jigsaw, LivePerson, Manticore, People Import, salesforce.com, Seomoz.org** and **ZoomInfo**.

The company enhanced its data integration to provide sales and marketing with optimal visibility into prospect and customer touch points. The company also created a **Lead Qualification Team** that qualifies all leads prior to hand-off to sales. The Internap team can more effectively segment prospects and customers to provide relevant content based on pre-determined attributes, such as digital behavior and activity and/or interest level.

The company uses **online event and webinar platforms** to enhance segmentation strategies, nurturing, scoring, data collection and application, as well as sales acceleration. Teams are also able to better manage and cultivate engagement in social communities to monitor conversations, refine marketing messaging and enable sales.

Overall, Internap has increased marketing's contribution to **new logo bookings by 175%** through demand generation programs, and by developing common goals and processes in collaboration with sales across all channels.

With more effective lead generation and pipeline acceleration programs to increase conversion rates deeper in the funnel, Internap achieved a **90% lead acceptance rate** from MQL (marketing qualified lead) to SAL (sales accepted lead), fostering further collaboration and strengthening the sales and marketing alliance. The company has seen a:

- 48% increase in inquiries;

- 156% increase in value marketing-sourced opportunities;

- 98% increase in the number of closed won deals from marketing-originated leads; and

- 47% increased in average annual contract value (ACV) on marketing-originated bookings.

Internap

Inception: 1996

Headquarters: Atlanta, GA

Revenue: $245M

MAINTAINING DATA TO SEGMENT BASED ON 'DIGITAL INTEREST'

Managed Maintenance is a solutions service provider for technology manufacturers, their partners, distributors and clients. The organization provides companies with a management tool that allows them to see all IT assets, warranties and service contracts in one view.

The company's sales and marketing teams previously experienced problems with **product maneuvering, customer support, platform expenses** and the lack of professional-looking campaigns.

Managed Maintenance integrated its CRM system with the SalesFUSION marketing automation platform to capture contact activity (opens, clicks, form registrations, web site visits, keyword searches, lead scoring, etc.). The data provides the sales team greater visibility to **optimize prospecting calls**. The company now segments marketing lists by defined criteria within the CRM platform to ensure the appropriate content and messaging for each recipient. Teams also can create and send marketing and email campaigns directly from the CRM.

Managed Maintenance leverages the automation platform to connect with its target audience via social channels, including Twitter, LinkedIn and Facebook. Teams can **publish content directly to social media sites** via a "one click" feature, which enables them to post emails and landing pages into their LinkedIn profiles, groups, or in a private message directly from the automation platform. This feature has helped the company decrease the time spent managing its social media strategy, and drives buzz and interest around the overall brand.

The company uses automation technology to optimize the effectiveness of online events by soliciting registration, whether through email, registration forms, trigger emails with calendar details, and **developing call lists based on perceived "digital interest."**

Focused on providing an enhanced brand image, the marketing team is now able to create professional looking content to be collaboratively shared with sales teams. Marketing collateral can be shared directly with prospects from the CRM to the prospect, which saves the sales team time and enables them to focus on selling rather than marketing.

With the processes and programs in place today, Managed Maintenance has a full pipeline, with many customers that can be tied back to marketing efforts in one form or another. The company now leverages an optimized system for tracking, reporting and sales enablement to drive high quality leads.

After implementing an aligned automation strategy, Managed Maintenance has **optimized its audience segmentation** efforts to deliver high quality campaigns to the appropriate segments. The company recognizes significant monthly cost and time savings, as well as increased lead generation, streamlined processes and improved nurturing for better customer acquisition. The company can now quickly qualify the tactics and sources through which opportunities have the highest impact.

Managed Maintenance

Inception: 2007

Headquarters: Boca Raton, FL

Revenue: $5M

MAKING THE MOST OF EVERY OPPORTUNITY

ReadyTalk, a provider of audio and web conferencing services, operates in a highly competitive market where it faces off against a number of much bigger companies. As a result, the company concentrates its budget and marketing resources on converting every opportunity into an active customer, using a variety of **integrated sales enablement tools and processes.**

During 2011, ReadyTalk built its sales enablement strategy around two technology platforms: **salesforce.com** and **Eloqua**. From the moment they enter the funnel, a prospect's lead score, activity history and more are tracked in detail via Eloqua, giving the ReadyTalk sales team instant access to relevant and timely information. Within this framework, a number of other integrated tools also play a role, including prospect profiling for salesforce.com that allows account executives to see each **prospect's behavioral patterns** – email opens, page visits, downloads and so on – and to modify their calls based upon this behavior. Microsoft Outlook integration with Eloqua simplifies the process of sending email

to prospects and tracking their responses, while Data.com data-quality management allows sales reps to clean and append records with missing information. ReadyTalk has also integrated its own conferencing platform with Outlook and Eloqua, allowing sales reps to **schedule online demos, track prospect attendance at demos**, and more.

ReadyTalk combines its use of tightly integrated and carefully selected tools with an emphasis on **key performance metrics**. The results are impressive: Marketing sourced revenue climbed from **62% of total revenue in 2011 to 75% during the first half of 2012**; sales qualified opportunity (SQO) to close rate rose from 48% to 52%, and SQO to close duration fell from 40 days to just 20 days during the same period. The company's demo rate has tripled during the same period, and the company's Data.com and Outlook integrations have streamlined the process for identifying and targeting the company's prospects.

ReadyTalk

Inception: 2001

Headquarters: Denver, CO

Revenue: $20-$50M

TAMING MARKETING CHAOS

Rubbermaid Medical Solutions (RMS) manufactures computer carts, medical carts and wall workstations for hospitals and the healthcare industry. The company's business was booming, **growing more than 25% during the past year alone**. Yet this growth happened in spite of having no formal process for managing, following up on or measuring marketing-generated leads. The company's existing salesforce.com deployment wasn't being used to its full potential; customer and sales data was rarely kept up to date. RMS realized that it was missing opportunities in spite of its rapid growth.

RMS addressed these challenges by working with The Annuitas Group to implement a formal **lead management process**. The company integrated **Silverpop Engage** with **salesforce.com**, giving it a solid lead management technology foundation. The RMS sales team used salesforce.com more consistently; capturing data on leads and opportunities through the entire sales cycle, and combining salesforce.com with Silverpop Engage gave the marketing team greater visibility into web site, lead generation and nurturing performance. The sales and marketing teams worked together

to **rethink shared processes**, from demand funnel definitions to lead qualification, scoring, nurturing and measurement. They also adopted a segmentation strategy and performed a content audit to support the company's new lead-gen and nurturing programs. Finally, RMS adopted a **comprehensive set of revenue performance indicators** to track its campaigns and allocate marketing resources more effectively.

RMS is still gathering quantitative feedback on its efforts to date. According to company executives, however, the company's sales and marketing teams have reported a number of qualitative benefits as a result of their redefined joint processes. Both teams now work together more closely than they did before, and the marketing team is more **confident in its ability to measure its campaigns**. The sales team also benefits from a process that eliminates the need to sort through unqualified leads, freeing sales reps to concentrate on high-value opportunities.

Rubbermaid Medical Solutions

Inception: 2003

Headquarters: Huntersville, NC

Revenue: Not Disclosed

DRIVING GLOBAL GROWTH

Sophos is a leading provider of IT security solutions, with more than 100 million users in 150 countries. The company's marketing efforts are, not surprisingly, extremely diverse, including about **200 email campaigns per month** and multiple campaign variations for A/B testing.

As Sophos continues to grow its customer base and expand into new regions, the company's marketing team needed a cost-effective way to **scale and improve its lead management processes** – without adding resources or headcount. The company faced other challenges, including an ongoing transition from a legacy CRM system to salesforce.com, a non-traditional sales cycle built around subscription-based solutions, and inefficiencies associated with its legacy data management and lead nurturing activities. Finally, Sophos required a marketing technology solution that could demonstrate enterprise-class scalability, as well as a heavy emphasis on data security.

Sophos partnered with **Neolane** to deploy a solution that included three components: the **salesforce.com** CRM platform, Neolane's SaaS-based marketing automation technology and an existing **Sitecore** web CMS system. Neolane's salesforce.com connector enabled a smooth transition from the company's legacy CRM system, while **minimizing data conflicts** and satisfying Sophos' strict security requirements.

The resulting integrated solution delivered a number of major benefits. Sophos can now **automate its response handling for hundreds of monthly campaigns**, including lead cleansing, deduplication and processing in salesforce.com. It has also automated customer lifecycle events such as subscription renewal notices, and the Neolane platform supports Sophos' need for a tracking and reporting in granular, multi-touch marketing campaigns. The **resulting customer intelligence** is used to adjust campaigns and focus the company's marketing resources, and Neolane has scaled successfully to support Sophos' distributed global marketing teams. The company's marketing campaigns are now faster and more effective, with **no increase in headcount;** the transition from a legacy CRM to salesforce.com was handled seamlessly; and Sophos is confident that its new platform has the future-proof capabilities required to support additional growth.

Sophos

Inception: 1985

Headquarters: Boston, MA

Revenue: $344M

LEAD NURTURING DRIVES ALIGNMENT

STEMCELL Technologies Inc. is a fast-growing provider of biotechnology solutions and services, including more than 1,500 products sold in over 70 countries. In spite of rapid growth, the company faced a classic disconnect between its sales and marketing teams; **sales questioned the quality of the leads it received**, while marketing believed that the sales team was not following up on leads quickly enough. Both groups, however, agreed that stronger internal processes, coupled with the right technology, could deliver better alignment and stronger performance.

STEMCELL Technologies, Inc. needed technology that could accomplish two particular tasks: **revitalize its underperforming, "batch and blast" email marketing**, and revitalize its existing lead nurturing process with better segmentation and targeting. The company turned to Eloqua's marketing automation technology to build out complex lead nurturing programs based on specific customer interests, and then to communicate with these prospects using automated email campaigns **tailored to each prospect's position in the funnel**. STEMCELL Technologies, Inc. also implemented new lead scoring capabilities, and it established Sales Level Agreements (SLAs)

across all stages of the company's demand generation funnel. The marketing team is committed to generating a given number of marketing qualified leads (MQLs) for each sales rep, and the sales team contacts high-scoring leads **within 48 hours of receiving them from marketing**.

In qualitative terms, the STEMCELL Technologies Inc. marketing and sales teams now work together more closely; their use of marketing automation technology has simplified the lead management process, lowered daily workloads and added accountability for their performance. The company has now built and **executed more than 100 automated programs**, using its new Eloqua marketing automation platform in conjunction with salesforce. com , Microsoft Outlook and other tools, and it has set the stage for an even closer relationship between its sales and marketing teams.

STEMCELL Technologies, Inc.

Inception: 1993

Headquarters: Vancouver, BC

Revenue: $65M

DEMANDGEN REPORT

ABOUT DEMANDGEN REPORT

DemandGen Report is a targeted e-media publication spotlighting the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

DemandGen Report

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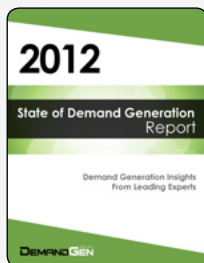Suite 410
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