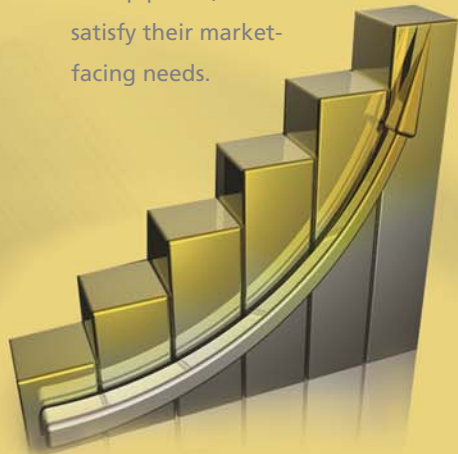


ABOUT GOOD LEADS

Good Leads provides outsourced lead generation and business development services for mid-to large-size enterprises. With a proven set of best practices and sales and marketing expertise, Good Leads delivers cost-effective, flexible solutions to generate a guaranteed number of quality-assured leads. Over 200 companies across a variety of industries rely on Good Leads to build their brand awareness, fill their sales pipeline, and satisfy their market-facing needs.



Mazu™ NETWORKS

BACKGROUND:

Mazu Networks helps organizations use advanced network intelligence and surgical mitigation techniques that identify, profile, and thwart attacks against enterprise and government networks. Mazu's philosophy is that network and security professionals cannot effectively secure what they do not fully understand. Following along their premise, Mazu Networks understood Good Leads' strong industry reputation, and welcomed a true partner. They wanted to accelerate their reach to as many organizations as possible, in the quest to help companies optimize network security. They knew that by engaging Good Leads expertise, they would get out of the chute quickly and grow their sales pipeline. Founded in 2000, Mazu Networks is headquartered in Cambridge, MA.

THE CHALLENGE:

Prior to retaining Good Leads, Mazu Networks worked with a competitive lead generation company, but their technical prowess was lacking, appointments were not timely, and performance was below expectations. Mazu Networks offers a very technical and complex solution, and felt it was extremely important that they outsource to a company that could converse with their target audience at a very high-level of technical proficiency. They needed to partner with a company who possessed the necessary technical acumen and executive abilities that would enable them to step in, consult with their audience, and immediately set qualified appointments on their behalf.

THE SOLUTION:

Based on a vast knowledge of the industry, Good Leads was selected with the initial understanding that it was on a trial basis. Setting out to fill Mazu Networks' pipeline with qualified leads, Good Leads deployed the proprietary Prospect Builder® program.

The Good Leads Team:

- Designed a program based upon the prospects' qualifying patterns.
- Set up quality control parameters that effectively monitored the ROI on a daily basis.
- Created custom reports that quickly identify and respond to trends.

Working closely with Mazu Networks, Good Leads implemented a well-defined plan based on the BANT (Budget Attributes, Need & Timing) criteria. With meticulous precision, Mazu Networks' sales leads were targeted, identified, prioritized, tracked and quickly routed to the appropriate sales person. Mazu Networks was impressed with the lead development process, along with the seamless interactions by which Webex demonstrations and appointments were scheduled.

THE RESULTS:

Mazu Networks quickly converted the initial trial period into a long-term engagement, and Good Leads continues to build a robust sales pipeline on their behalf. By nurturing prospects and engaging in meaningful communications, Good Leads consistently achieves 125% to 170% of the Guaranteed SLA. This is no small feat...as Mazu Networks has a complex value proposition that requires vast technical proficiency, coupled with an average sale that exceeds \$300,000. Sales leads delivered by Good Leads have resulted in at least three signed deals worth over \$250,000 each.

Good Leads continues to integrate and align more closely with the Mazu Networks team — delivering efficiencies across the board, setting benchmarks, organizing weekly review meetings, and optimizing training sessions — all in an effort to ensure that the momentum pushes forward.