



Case Study



Background:

As a publicly traded, international company on the NYSE, Computer Associates is the world's largest IT management software enterprise. Their headquarters is located in Islandia, NY with 150 offices in more than 45 countries.

Computer Associates maintains a comprehensive product offering that encompasses software for an array of enterprise tasks, such as business intelligence, storage, security and network management applications. Their expertise enables them to unify and simplify complex IT environments, across an enterprise, to achieve greater business results for their clients. In light of the vision that they share for their customers, Computer Associates recognizes that they too can achieve greater business results for themselves...And, for the last several years, Computer Associates has selected Good Leads to help them with a variety of challenging business development initiatives, in an effort to help them do so.

The Challenge:

Computer Associates had internally defined and created a profile of the ideal company for the rollout of their new data integrity product. However, because this was a new-to-market product, they weren't sure who to target at these companies. As such, they needed to embark upon data intelligence gathering and mapping of relevant contacts at each financial institution, in order to target the most qualified contacts. Data mapping was just a means to the end, and, with just two months left to the year, Computer Associates was under enormous pressure to optimize their sales operations and obtain signed bookings within New York City's financial district.

The Solution:

This business development project was truly a "grace under pressure." After a thorough orientation process, a plan evolved during which Good Leads defined a model that would gather relevant information on new potential clients within the targeted market. The dedicated senior team at Good Leads worked rapidly and:

- Created a database of prospects that maps multiple business units and contacts.
- Customized a reporting tool that identifies the organizational structure and the decision making process.
- Developed interest in Computer Associates' Products; securing appointments at the Director, VP and CIO levels.

Applying Good Leads' BANT (Budget, Attributes, Needs, & Timing) process, the team qualified the appropriate decision-makers, and all vital information was captured and seamlessly communicated to Computer Associates' sales force, enabling them to facilitate their objectives.

Results:

Good Leads was able to successfully secure 12 highly qualified leads in less than a month's time. This enabled Computer Associates' data integrity team to obtain the signed orders they needed, before the end of the year, and achieve their numbers. Working together and achieving results for various business initiatives, Computer Associates remains a valued, long-time customer with Good Leads.



Good Leads

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