

CASE STUDY: Leading Oracle® Partner ignites channel sales with Ci Pipeline™ from Harte-Hanks Market Intelligence.



Arrow ECS leverages innovative lead delivery system to help channel partners identify potential purchasers of Oracle software solutions.

Harte-Hanks Makes Results Happen

- Arrow ECS was faced with a critical business issue. Sales cycles were getting longer, the volume of leads was shrinking and the cost of providing leads was on the rise. At the same time, Arrow ECS was experiencing increased competition for other well-known supply channels.
- Needing a quick solution, Arrow ECS turned to a trusted partner, Harte-Hanks Market Intelligence. Through its Ci Pipeline syndicated lead generation service, Harte-Hanks tracks future IT purchase initiatives at more than 780,000 business locations in North America.
- Arrow ECS was able to quickly leverage the Harte-Hanks Ci Pipeline service to provide a steady stream of highly qualified leads to its Oracle channel partners. The pilot program exceeded revenue goals by nearly 60%.
- As a result, Arrow ECS plans to expand its Ci Pipeline implementation throughout the organization to support additional channel partners and grow revenue.

Situation and Challenge

Arrow Enterprise Computing Solutions (Arrow ECS), a leading distributor of computer solutions to small- to enterprise-sized businesses, was faced with a growing problem. Sales cycles for many new products and services were lengthening due to a tight economy and intense CIO review. At the same time, the cost of identifying new leads for its resellers was increasing, while the pool of available leads continued to grow smaller and smaller each month. As a result, their sales pipeline was shrinking, and the clock was ticking to find a solution that would allow Arrow ECS to meet sales goals and mitigate increasing competition from other well-known supply channels.

Market pressures give rise to new solutions

A case in point was Arrow ECS' Alternative Technology Group who has primary responsibility for selling Oracle's database management and services product lines via a network of over 18,000 value-added resellers. With over 20,000 companies partnering with Oracle, they realized they needed a competitive advantage - an advantage that not only alerted them to companies that are interested in Oracle solutions, but one that would provide key insight into the company's existing IT infrastructure, budget and critical contacts and decision makers. Simply identifying prospects from traditional marketing sources would not suffice. They needed more than just a simple prospect list to enable them to shorten the sales cycle and meet their milestones.

That's when Robbi Viridi, Marketing Communications Manager at Arrow ECS Alternative Technology Group, turned to Harte-Hanks. "Having successfully used the Harte-Hanks Ci Technology Database for our marketing programs before," stated Viridi, "I was confident they would help us face the challenges of increasing competition, lengthening sales cycles and the growing cost of generating leads for our partners."

The Harte-Hanks ROI Solution

Arrow ECS learned that Harte-Hanks Market Intelligence was already gathering prospects with its Ci Pipeline lead generation system in the exact markets Arrow ECS' Alternative Technology Group needed to target. By leveraging a syndicated calling service comprised of over 60,000 completed interviews each month, Ci Pipeline tracks future IT purchase initiatives at more than 780,000 North American business locations. The software initiatives identified include major IT purchases such as deploying database management software (DBMS), application server software, business intelligence, customer relationship management (CRM) and document management software solutions, each indicating a high likelihood they would be interested in an Oracle software solution.

continued



We make it happen.

Ci Pipeline pilot program exceeded revenue goals by 60%. Arrow ECS' resellers were able to close more sales faster and at a higher average revenue per sale than before.

Results Speak Volumes

- ✓ **Shorter sales cycles** - *Ci Pipeline "BANT" details allowed resellers to quickly identify active buyers thus shortening sales cycles.*
- ✓ **More qualified leads** – *Ci Pipeline allowed Arrow ECS to provide a larger volume of more highly qualified leads to its resellers than ever before*
- ✓ **Lower cost per lead** - *The pilot program demonstrated that the increase in the size and volume of the deals closed resulted in a lower cost per lead than programs that Arrow ECS had implemented.*
- ✓ **Competitive advantage** - *Ci Pipeline gave Arrow ECS resellers the insight to lock out competition because they were notified of the opportunity early in the buying cycle.*

**For more information,
please contact:**

Harte-Hanks Market Intelligence
(800) 854-8409
www.hartehanksmi.com
www.citdb.com
citdb@harte-hanks.com

Targeted opportunities produce superior results

Armed with this new source, Arrow ECS quickly devised a pilot program to test the effectiveness of the Ci Pipeline lead generation service for its channel. The goal of the program was to drive sales of Oracle Core Solutions (BI, DBOM and AppServ) through their value-added reseller channel. Specifically, Arrow ECS set a goal to close 10 deals totaling \$250,000 within the pilot period. They also identified a key group of resellers with which to conduct the pilot.

Armed with Ci Pipeline Opportunity Profiles, the Oracle team at Arrow ECS was able to quickly identify prospects that were ideal candidates for quick sales, by taking advantage of the budget approval and timeline details; and target and follow-up with the key decision makers at each prospect. They also took advantage of detailed budget and technology footprint business intelligence, including installed technology and vendors, which helped their resellers understand and create solution-oriented sales proposals for each prospect. Additionally, with contact information for the key decision maker, as well as other critical management and IT players, Ci Pipeline provided Partners with multiple avenues to pursue prospects, even after the initial conversations begun.

The pilot program exceeded revenue expectations by nearly 60%. Armed with Ci Pipeline opportunity alerts, Arrow ECS' resellers were able to close 7 deals totaling nearly \$400,000. In addition, 5 more deals were entered into the sales pipeline as a result of the pilot.

"Harte-Hanks has found the lead management 'silver bullet'. Their new interactive Ci Pipeline process eliminates the time consuming data entry and prospect research that takes time away from what salespeople really like to do - sell."

- David Hough, VP of Supply Chain Management at PCS Group
(an Arrow ECS channel partner)

The future – expansion of success

As a result of their new strategies, Arrow ECS Alternative Technology Group is now exceeding sales goals and expanding the Oracle Partnership to include more channel partners across the country. Arrow ECS also plans to utilize additional information from Harte-Hanks Market Intelligence within the newly formed Arrow ECS Business Intelligence Competency Center. Information from Harte-Hanks Market Intelligence such as IT footprint and key IT purchase propensity indices can be combined with Arrow ECS' transaction data to identify potential pockets of opportunity within partner territories. From there, channel programs will be developed to help Arrow ECS' channel partners derive additional revenue from these untapped markets resulting in more revenue for channel partners, Arrow ECS and its suppliers.