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State & Local Govt.
Appointment Setting
Prospect Development



InteliTarget
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INTELITARGET CASE STUDY

THE CLIENT IS FOCUSING ON BECOMING THE MAIN SOURCE OF END TO END DATA CENTER SOLUTIONS IN THE SLED SPACE. THEY WANT TO LEVERAGE THEIR CURRENT SUCCESSES AND PENETRATE EXPANDED MARKETS. THEIR PRIMARY GOAL WAS TO UNCOVER QUALIFIED PROSPECTS AND ESTABLISH MEETINGS WITH THOSE WHO HAD A NEED. INTELITARGET'S REPUTATION FOR OUTSTANDING GOVERNMENT PROGRAMS BROUGHT THE TWO COMPANIES TOGETHER.

- INDUSTRY – IT Solutions and Testing Equipment
- PRODUCTS/SERVICES – Comprehensive Data Center Solutions
- LOCATION – Headquartered in Massachusetts, with offices in New York, New Jersey, Illinois, and Pennsylvania
- CHARACTERISTICS – One of the country's largest VARs, and a certified Women Owned Enterprise

THE PROJECT

InteliTarget was engaged to prospect into a prospect universe of four target regions, who were interested in reducing data center costs via server virtualization and desktop virtualization. The target was to provide Budget – Authority – Need – Timeframe (BANT) qualified appointments with key decision makers in state and local agencies. InteliTarget was to leverage the WSCA purchasing contract in order to get qualified appointments.

THE RESULT

InteliTarget and the client established a goal of producing a specific number of qualified appointments with decision making prospects with an interest in data center optimization, a defined need within the next 9 months. By the end of the engagement InteliTarget had delivered 150% of the target. We continue to work with this client on an ongoing basis.

