

A large, thick yellow arrow curves from the top left towards the bottom right. To its left, three concentric yellow curved lines, resembling a target or signal waves, are positioned. The background is white.

State & Local Govt.
Prospect Development



Intelitarget
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INTELITARGET CASE STUDY

THE CLIENT WANTED TO POSITION THEMSELVES AS THE MOST COST-EFFICIENT SOFTWARE SOLUTION TO IDENTIFY, CATALOG AND CONTROL RISK FROM TERRORISM AND NATURAL DISASTERS. THEIR INTERNAL AND CHANNEL SALES REPRESENTATIVES WERE FINDING THEIR OWN LEADS OR WERE GETTING PROSPECTS THROUGH REFERRAL. THEIR TARGETS ARE CHIEF SECURITY OFFICER/DIRECTOR WITHIN STATE AND FEDERAL HOMELAND SECURITY AGENCIES.

- INDUSTRY – Federal, State, Local, Education
- PRODUCTS/SERVICES – Enterprise Level Security Validation Software
- LOCATION – Headquartered in Herndon, Virginia
- CHARACTERISTICS – Privately held

THE PROJECT

InteliTarget's task was to identify Federal, State and UASI Chief Security Directors as well as Port Authorities. Once the database was built, InteliTarget was to engage these persons in a meaningful educational dialogue and introduce the features and benefits of this high-technology software aimed at validating risk, while allocating the appropriate resources to handle catastrophic events. The project's three-pronged, integrated approach required InteliTarget to gain access to DHS, State Government Agencies and UASI's to coordinate conversations and schedule in-person demonstrations of the solution. When InteliTarget validated that funding was in place and a specific need and timeframe for implementation existed, the prospect was then qualified and an appointment was set.

THE RESULT

InteliTarget and the client established a goal of prospecting into at least 30 of the 50 states, 3 of 5 UASI's and at least 10 port facilities. By program end InteliTarget had succeeded in producing all 50 state prospects, all 5 UASI's and 42 distinct ports. The program ended due to the finite nature of the target market. The client estimated that forecast-able sales exceeded \$10M in revenue.

