

DiscoverOrg Case Study

Reallinx

Customer

Founded in 2002, Reallinx provides managed broadband, voice, security and hosting solutions to a broad range of business clientele – from small businesses to Fortune 500 companies.

Challenge

Reallinx's primary revenue acquisition strategy had not changed in 8 years and the volume of leads they were purchasing had begun to diminish. IT Executives have always been Reallinx's primary target and it needed a fresh, updated and new stream of leads within this highly sought after market.

Solution

Reallinx opted for access to DiscoverOrg's Enterprise, Mid-Market, Government and Higher Education databases. Access to these datasets was ideal for Reallinx as the company is able to sell to the full range of customers.

Results

- Set up campaigns targeted at ideal verticals within Salesforce in less than 30 minutes.
- Got an over 32.5% Human Response Rate on its first campaign using DiscoverOrg data.

"I enthusiastically and unreservedly recommend DiscoverOrg to any organization that wants to fundamentally change or augment the way they acquire new revenue. DiscoverOrg will empower you to become independent and proactive in your acquisition and vertical expansion strategies and enable you to engage prospects on undiscovered opportunities, and help you to establish a huge lead on your competition. Subscribing to DiscoverOrg was the smartest decision Reallinx has ever made (besides hiring me)."

– Bryan Lambert,
Director of Channel Sales, Reallinx

Reallinx penetrates Fortune Ranked and MidMarket companies using DiscoverOrg's Full Suite of Tools and Contact Data

Founded in 2002, Reallinx provides managed broadband, voice, security and hosting solutions to a broad range of business clientele – from small businesses to Fortune 500 companies. Reallinx's service offering includes xDSL, T1, Bonded T1, DS3, OC3-OC192, Ethernet Over Copper, Gigabit Ethernet, SIP Trunking, PRI, Managed Hosted VOIP PBX, and fully managed UTM (Unified Threat Management) services. The company targets customers of all sizes with its current customer lineup including privately held businesses with little name recognition to giants of industry like SAIC, CSC, Stanford University, The New Jersey Devils, Echostar-Dish Network, Kimpton Luxury Hotels, Goodwill Stores, and The Salvation Army.

Upon founding, the company immediately began developing a Channel Partner Program and seeking out lead sources for direct sales that would allow the building of a strong direct and channel sales organization.

An 8 year old Revenue Acquisition Strategy was Showing its Age

Up until July of 2011, Reallinx's primary revenue acquisition strategy had not changed in eight and a half years, and the volume of leads available through its primary paid lead sources, Buyerzone, Broadband Locators, and 360 Leads had begun to diminish to the point that they would no longer sustain the company's revenue growth needs.

Bryan Lambert is Director of Channel Sales at Reallinx. Lambert remembers engaging DiscoverOrg while he was a Strategic Account Manager at VMware, "I remembered being amazed at the number and quality of contacts available, the completeness and depth of the information, the integration with Salesforce and the flexibility around the different ways you could download the data for different uses." Since Reallinx is able to sell nationwide to everything from "mom & pop" single location private businesses to large enterprise, government, and educational institutions, the company opted for full access to the entire DiscoverOrg database.

Immediate Results with Highly Accurate Data

So far, Reallinx has found several ways to leverage the power of DiscoverOrg. The first strategy it formulated was to download the full list of IT buying decision makers for organizations the company had already penetrated in order to increase its reach and velocity with these accounts. Using DiscoverOrg's IT Org Charts, Reallinx was able to find opportunities and decision makers at its own customers that it never knew existed. "Being able to pull up an IT Org Chart on a prospective or current customer is a game changer. Now we're able to see who reports to who and where other opportunities lie within our target accounts," added Lambert.

About Reallinx

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About DiscoverOrg

DiscoverOrg profiles the IT Department of over 9,000 Fortune Ranked, Mid-Market, Government and Higher Education Organizations. The data collected and constantly updated by DiscoverOrg is managed through an in-house team of over 45 research analysts who staff a call center in Vancouver, Washington and conduct hundreds of interviews daily with IT Decision Makers at the profiled accounts.

With over 92+% Direct Dial Phone Numbers and 98% verified email addresses, the DiscoverOrg database provides sales and marketing teams the information they need to get in front of IT Decision Makers at their targeted accounts. The Company's database of IT Decision Makers has over 140,000 Records. Each Account in the DiscoverOrg database also includes an IT Org Chart which lets users see a map of the decision making hierarchy and their targeted accounts.



The second strategy Reallinx implemented was to upload contacts for companies in the same verticals as its existing customers into Salesforce and launch mail campaigns designed to leverage its success with market leaders to establish credibility and spark interest with contacts within those verticals.

Lambert, who has worked in Marketing and Channel Development for more than a decade took an objective approach to his first DiscoverOrg campaign by establishing baseline metrics for human response rates, including net new opportunities, unsubscribe requests, and mail delivery failure alerts. During Reallinx's first campaign, which consisted of a meager 900 IT buying contacts in the restaurant verticals, they received over 293 human responses and the campaign generated 5 immediate sales opportunities—quite a feat for a service provider whose customers are usually bound up in multi-year contracts.

More importantly, the campaign, which took less than 30 minutes to set up and implement through Salesforce, produced over 150 warm prospects who agreed to additional contact, many providing details of their current contract terms, pain points with current providers, and services of interest during the next discussion.

"I have worked in technology sales and marketing for over 14 years, and I can tell you that I have never witnessed response rates anywhere near these. I have never seen data quality the equal of that provided by DiscoverOrg," said Lambert who once worked for Hoover's Online and Dun & Bradstreet.

Direct Salesforce Integration

Reallinx also has access to DiscoverOrg's one-click direct transfer to Salesforce API which allows users to seamlessly transfer data from DiscoverOrg's platform into their Salesforce platforms.

"All of these features are wonderful, but I am fanatical about efficiency and automation, so my favorite feature by far is the ability to automatically add contacts and accounts to Salesforce, individually or in bulk through the DiscoverOrg interface," Lambert said.

Beefing up Data and Service with Access to a Live Research Staff

Reallinx, like all DiscoverOrg Customers, has direct access to over 45 research analysts dedicated to updating and augmenting the data that DiscoverOrg provides.

"Imagine getting an email bounce, emailing it to a record manager, and within 5 minutes getting a response back with the full contact information of that person's replacement. That's exactly the kind of innovation that sets DiscoverOrg apart from other data providers. I have used them all, and DiscoverOrg is hands down the most valuable solution in the bunch. There is simply no real comparison" added Lambert.