

DiscoverOrg Case Study

Correlense

Customer

Founded in 2005, Correlense-a Red Herring 100 company- is the leader in IT Reliability™ software. Correlense SharePath provides a breakthrough in IT Reliability by enabling both a birds-eye and detailed view of how business transactions perform across the four dimensions of end-users, applications, infrastructure and business processes.

Challenge

Correlense had purchased numerous lists and access to non-IT focused services with poor results.

Solution

Correlense started with access to DiscoverOrg's Enterprise 2100 accounts, but within months added in the DiscoverOrg Mid-Market dataset as well.

Results

- Set over 600 meetings with IT Executives at Targeted Accounts with DiscoverOrg data in the first year of service.
- More than Doubled the Efficiency of their Inside Sales Team.

“Over the last year our inside sales team has more than doubled their efficiency with DiscoverOrg. Getting them IT Org Charts and constantly verified data on our ideal prospects has given them the ability to effectively prospect into hundreds of Enterprise and Mid-Market accounts. DiscoverOrg gives us the right direct contact information right away.”

– Alon Ben-Shoshan
Director of Inside Sales, Correlense



Correlense sets 600 unique meetings with High Level IT Executives with DiscoverOrg

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The company targets enterprise and mid-market companies and counts large financial services firms including GAINSCO Insurance and American Family Insurance as clients.

Correlense has a direct selling strategy that requires their inside sales team to set appointments with IT Executives at their targeted accounts. The efficiency and productivity of this core team is of utmost importance to the company's strategy.

The Regular Providers and List Purchases Were Not Working

Alon Ben-Shoshan is Director of Inside Sales at Correlense and manages a team that sells Correlense's IT Reliability Software to Fortune Ranked and Mid-Market Companies.

“We had access to some online services that were web or user generated and we had bought some lists for our team to work on, but they ultimately our team ended up wasting more time with the bad data than it was worth. We needed up-to-date accurate information on IT decision makers. Then we found DiscoverOrg.”

Correlense started with access to DiscoverOrg's Enterprise 2100 Dataset which included access to Fortune and Forbes ranked companies. In the first two months with DiscoverOrg's service they had set over 100 unique meetings. They then invested in DiscoverOrg's Mid-Market dataset as well.

“We ran the numbers on the DiscoverOrg data for our executive team and we found over 600 unique meetings with IT Executives that tracked back to DiscoverOrg-it has been a huge-win for our sales team,” says Ben-Shoshan.

CRM Integration

Correlense has also integrated DiscoverOrg's data into their CRM system so that when an inside sales rep has an opportunity they are able to jump into their CRM and the accurate contact data and org chart information is already pre-populated.

About Correlsense

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About DiscoverOrg

DiscoverOrg profiles the IT Departments of over 9,500 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 160,000 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.



IT Org Charts allow the Sales Team to Find the Right Prospects

Before DiscoverOrg, Correlsense's inside team would spend hours trying to figure out who the right person was within an organization to prospect into. "Once we got access to the IT Org Charts in DiscoverOrg we would just pull up the chart, pinpoint our decision maker, understand how the decision-making hierarchy was laid out and have the person's direct dial phone number and email – all served up in a matter of seconds," says Ben-Shoshan.

Live Research Staff Provides On-Demand Research

Correlsense is also a heavy user of DiscoverOrg's live research capabilities.

"One of our favorite things about the DiscoverOrg service is the access to the Live Research Staff. If we're stuck in a sales process and need to know who someone's direct manager is or we can't find the right contact at an account we can reach out to a live researcher in real-time and they'll get that data for us. " added Ben-Shoshan.