

DiscoverOrg Case Study

Global Employment Solutions

Customer

Global Employment Solutions is a leading provider of professional and commercial staffing services.



Challenge

GES was expanding its business development and sales team and needed a tool to make sure that its newest reps were as successful as their reps in established territories.

Solution

GES rolled out access to DiscoverOrg's Mid-Market dataset to their business development reps in their two newest offices – Atlanta and Washington D.C.

Results

- DiscoverOrg's IT Org Charts and deep information on decision makers in IT allowed GES to quickly expand its footprint and do more business with two enterprise customers.
- New territory reps are beating their quotas and revenue expectations using DiscoverOrg.
- In less than three months the DiscoverOrg service has more than paid for itself.

“Within four weeks of implementing DiscoverOrg we had our first closed opportunities and a full pipeline directly attributable to the tool. It [DiscoverOrg] has allowed us to expand our footprint at existing customers and easily get in front of IT Decision Makers at white space accounts.”

– Miguel Boland
Vice President, IT Consulting
Global Employment Solutions

Global Employment Solutions

Global Employment Solutions is a leading provider of professional and commercial staffing services. Within its Information Technology division, the company services the needs of enterprise and mid-market companies with a wide set of offerings which include Staff Augmentation, HR Outsourcing, Recruitment Process Outsourcing, Retained and Contingent Search, Project Delivery and Management. Its staff in local offices across the country has an average of 10 years of industry experience.

Miguel Boland is Vice President for IT Consulting at GES. Boland, who has worked in the IT Staffing and Consulting industry for the last twelve years, is the senior executive at GES in charge of business development for the IT division. His department is responsible for expanding GES' footprint at existing accounts and building new relationships at new accounts.

GES rolled out the DiscoverOrg's Mid-Market dataset to its territory sales reps in its two newest territories – Atlanta and Washington DC. “We wanted to be able to show a quick ROI on the DiscoverOrg service in our two newest offices to build a business case for expanding the service across the company,” says Boland.

Expanding GES' Footprint with IT Org Charts

Although Atlanta and DC were new territories for GES, it had already landed some major accounts within that white space. DiscoverOrg's IT Org Charts provide the full management hierarchy at Enterprise, Mid-Market and Government Organizations, giving clients a deep look at who's who in IT and what they have responsibility over, who they report to, and who is in their group.

“What we did was go into DiscoverOrg and pull up the IT Org Charts for the accounts we already had a presence in and started calling on the IT Business Leaders in different areas to expand our footprint throughout the IT Organization. And we were finding people that we didn't even know were at the company. The IT Org Chart gave us an inside-look at the company and within weeks we were able to expand our footprint at two major Atlanta based enterprises,” explains Boland.

New Opportunities within Four Weeks

Within four weeks of implementing DiscoverOrg, Boland's team had hooked its first new opportunity and had a pipeline full of new sales directly attributable to the DiscoverOrg service.

“Within four weeks we had our first closed opportunity attributable to DiscoverOrg. I was a believer in the service from the beginning, but being able to show direct ROI in such a short period of time made the service a huge hit across the company,” Boland added.

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 165,000 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.



DiscoverOrg

Mid-Market is Just a Start

“Now that we’ve shown that DiscoverOrg is a tool that returns its investment so quickly we have been able to build a solid business case to add the Enterprise dataset and increase usage across the company,” said Boland.