

DiscoverOrg Case Study

SNI Technology

Customer

Founded in 1998, SNI Technology is a premier staffing and recruiting services provider with expertise in connecting qualified candidates with ideal jobs and employers.

Challenge

SNI Technology needed to a broad range of IT decision makers, from IT Managers to CIOs, and CTOs. On top of that, they needed to know technology landscapes and infrastructures so calls could be structured and presented with the benefit focused on the responsibilities of the contact. Using resumes and job boards took valuable time and energy, often with incomplete and lackluster results.

Solution

SNI Technology purchased an annual subscription to DiscoverOrg's Mid-Market dataset covering the IT Departments of 6,300 companies with \$200M to \$1.5B in revenue.

Results

- Fastest ROI as compared to any other investment – over 15x in 3 months.
- Ability to reach passive candidates that are not found anywhere else.

“In two months we’ve gotten 15x ROI on our purchase of DiscoverOrg. DiscoverOrg has proven to be the most valuable prospecting and recruiting tool our company has invested in – it by far surpasses anything on the market.”

– Pete Langlois
Vice President, SNI Technology

SNI TECHNOLOGY™

SNI Technology

Founded in 1998, SNI Technology is one of the fastest growing recruitment companies in the U.S. The company is focused on matching qualified technical talent with ideal jobs and employers in the technology industry.

SNI Technology's expertise in technical staffing placement is built upon their commitment to getting to know each professional's unique talents and career goals, then matching them with a company whose distinct culture and skill requirements ensure that both employee and client are satisfied.

Pete Langlois is Vice President and Head of the Technology Division at SNI. He has a long history in the staffing and recruiting industry, starting 12 years ago as a Division Director at one of the country's largest staffing firms. As head of the technology division, Pete is tasked with establishing best practices for the division and delivering consistent revenue growth.

Langlois' team is strictly focused on IT and needed to reach out in a timely and efficient manner to a broad range of IT Managers, from Application Development Managers to CIOs and CTOs.

An Immediate Business Impact

Before DiscoverOrg, Langlois' teams were spending weeks and sometimes months looking through Resumes, Job Boards, and Networking sites trying to piece together what technologies a company was using. “We're trying to have meaningful dialogue with our prospects and in order to do that we were doing hours and hours of research before picking up the phone,” Langlois said.

SNI's primary use of DiscoverOrg was to be within its Business Development function and the company saw an immediate business impact when it rolled DiscoverOrg out to its teams.

“With DiscoverOrg now we have a One-Stop Shop with a listing of all the technologies a company uses, who is responsible for those technologies, and an Org Chart with Direct Dial Phone numbers to boot. Armed with this information, we can really construct a meaningful and targeted message to these people in a fraction of the time it used to take us.”

SNI Technology is now able to put together targeted email blasts, straight and to the point - essentially enabling the company to “fish where the fish are”.

“We've had DiscoverOrg for only 2 months and in that short period of time it has paid for itself 15x over,” Langlois added.

Responsive Research Staff Provides Accurate Data and Updates

The DiscoverOrg team of over 45 research analysts works tirelessly to ensure that the contact information within the database is as accurate as possible, but the real value is that the same team is constantly available for client requests.

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 158,000 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.



“I can’t tell you how many times we’ll find a contact that we need a direct dial phone number for and we connect with a researcher in real-time, and boom - they have an update to us in less than an hour. The responsiveness of the DiscoverOrg team is incredible,” said Langlois,

Getting access to great information is one thing, but making sure that the reps are well prepared to use that information is another. DiscoverOrg offers constant one-on-one training and best practices webinars to make sure that its clients are taking full advantage of what they offer.

“Within 1 hour of the Cold Call webinar, I received 3 unsolicited emails from my team raving about how much value and insight they had gained.” said Langlois.

Recruiting Wants In

The recruiting department was supposed to get an ancillary benefit from the DiscoverOrg service, but soon after launch, SNI realized that the service would be an invaluable recruiting resource for the company.

With the IT unemployment rate basically at zero, recruiters are being challenged to find IT talent from passive candidates. With DiscoverOrg, SNI has been able to reach candidates that they weren’t seeing on traditional job boards and networking sites. “These are people we don’t see anywhere, but here they are in DiscoverOrg with an active email address and direct dial phone number – and these contacts are not weather beaten or tired, we’re getting amazing response rates from our campaigns,” said Langlois.

Needless to say, DiscoverOrg has greatly surpassed SNI’s expectations on the Recruiting side of the house. “Sure we were hopeful that DiscoverOrg was going to be a homerun for us on the Business Development side of the house, but the results we saw on the recruiting side were both unexpected and exciting,” said Langlois.

Real Time Triggers the Perfect Intro

Langlois’ team is also taking immense advantage of the hundreds of Real Time Triggers that DiscoverOrg’s clients get each week on the resignations and hiring of new CIOs and VPs of IT, and new projects taking place within the IT Departments of targeted companies.

“We’re jumping all over these updates. As soon as we see them we jump on the phone and congratulate them. It’s a great way to start building a partnership,” said Langlois.

An Exciting, Innovative Tool

SNI Technology is utilizing the DiscoverOrg service the way all DiscoverOrg clients are given the opportunity to – by taking advantage of every aspect of the service that is offered: from the constant addition and updating of direct dial numbers and email addresses to IT Org Charts and Live access to in-house researchers, DiscoverOrg has proven to be an invaluable tool for SNI Technology.

“DiscoverOrg is an amazing tool - a great bang for my buck,” said Langlois, “You beat the market! There are others out there – yours far surpasses them all. It’s a truly innovative service. Please let me know what DiscoverOrg does next – if there’s anything else you do - I’m a buyer for life.”