

# BAO SHORTENS SALES CYCLE FOR KEY PUBLIC SECTOR ACCOUNTS

## CASE STUDY: COMPUWARE

Clients rely on BAO to capitalize on real opportunities in real time to drive real pipeline. With BAO's Appointment-Setting services, we get Clients in front of the people most likely to increase their pipeline – in the enterprise, mid-market, Public Sector, and everywhere in between. And, thanks to the market insight BAO delivers, they know what to say to close the deal. Here's how BAO helped one Client take advantage of immediate sales opportunities – getting face-time with more than 500 target organizations, including key prospects within the Federal Government.

### The Challenge

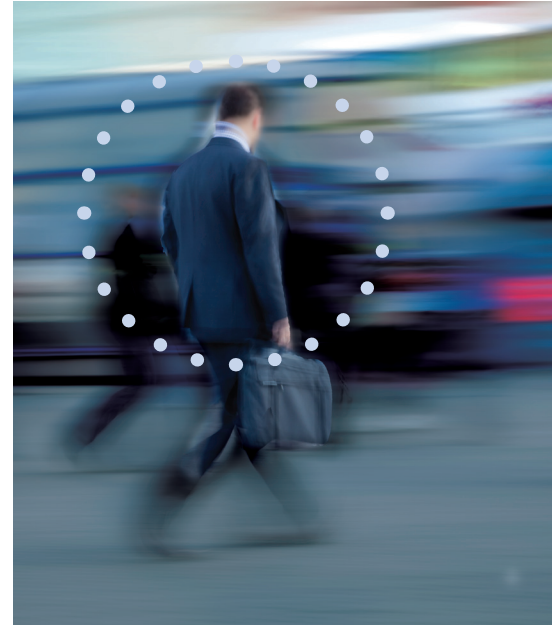
Organizations around the globe, including 46 of the Fortune 50, rely on Compuware to optimize the performance of their enterprise and Internet applications and achieve maximum value from IT investments. Compuware is committed to driving the same high quality and productivity within its own organization – wanting to maximize the ROI from demand generation strategies to dramatically increase pipeline.

Historically, Compuware used its inside sales group to create opportunities within key government and commercial accounts and begin qualified sales cycles. While the company maintained a heavy volume of incoming inquiries – via Webinars, tradeshows, special events, etc. – Compuware wanted to devote more resources to its outbound demand generation strategy in order to drive maximum revenue.

"We knew we could be even smarter about how we were penetrating our target market," said Jessica Baker, Partner Marketing Manager with Compuware. "We did not want to leave real opportunities on the table and, therefore, made a decision to partner with a vendor to support our demand generation efforts and generate viable results."

**"Our success is dependent on getting in front of those who matter most to our sales cycle faster, more prepared, and more often, than anyone else. Thanks to BAO, we've done exactly that and have the pipeline growth to prove it."**

Kimberly King, Vice President of Channels and Alliances, Compuware



### Results

- > \$6.7 million in pipeline
- > 60:1 ROI
- > 505 meetings with key decision makers
- > 156 meetings with target Federal accounts



## The Solution

Compuware conducted a bake-off among three demand generation vendors, including BAO, to evaluate individual services capabilities. Each was provided with prospect targets within certain geographies and tasked with securing appointments. The speed with which BAO booked meetings, along with the high quantity and quality, made the company a front runner in the selection process.

"BAO came out leaps and bounds ahead of the other vendors," said Baker. "Not only did they get us in the door in target organizations, but the appointments were with people at the right level. The results delivered during the evaluation process alone absolutely blew us away."

BAO's Appointment-Setting services were put in place to help Compuware gain visibility and access into target accounts, including the Federal Government sector – a priority vertical for Compuware. Inside Sales Reps (ISRs) from BAO's designated Public Sector team quickly got up-to-speed on the company's solutions and key messages and were off and running.

"This is not a group just 'dialing and smiling'," said Baker. "BAO's extensive experience within the Public Sector allows them to confidently communicate the value that Compuware delivers, resulting in solid business conversations with Federal Government prospects on our behalf."

"As Compuware's products are business-oriented, we wanted to connect with the person at the top of the organizational pyramid who not only understood the technical specifications, but also the business impact," said Kimberly King, Vice President of Channels and Alliances for Compuware. "BAO enabled us to start conversations with the real decision makers – who understood why application performance is so critical to the bottom line – which shortened the sales cycle and created more pipeline, faster."

BAO's Public Sector team identified viable opportunities and educated prospects about Compuware's value proposition before reps walked in the door – jumpstarting the sales process time and time again.

"Not only did BAO get us in front of the right person, but the individual knew why we were there and what they would be hearing," said Larry Cines, Sales Representative for Compuware. "BAO booked hundreds of appointments in a very short time frame, most of which were high-quality connections that led to second sales activities."

**"When selling to Federal Government organizations, timing is crucial. BAO uncovered immediate opportunities for us that otherwise would have been missed. Being able to fill our pipeline with near-term deals with a high proclivity of closing is sales nirvana."**

Jessica Baker, Partner Marketing, Compuware

## Results

While Compuware's average sales cycle for the company as a whole is six months, within the Federal group, the process can be two years or more due to lengthy approval processes. Thanks to BAO, Compuware was able to penetrate key Federal accounts at a much faster rate, shortening the sales cycle and capitalizing on several sizeable year-end opportunities.

During the first six months of the engagement, Compuware provided BAO with 1,200 accounts which resulted in 505 meetings overall. 40 percent of those appointments were with C- and/or VP-level contacts and have translated to \$6.7 million in pipeline, and that number is growing. Within the Public Sector, BAO secured 156 appointments with Federal Government organizations, with 90 percent deemed "valuable" by Compuware.

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Compuware also benefitted from BAO's market insight and organizational intelligence derived from talking daily to the company's key Federal targets. As a result, Compuware knew exactly whom to go after at which time with which message, and could quickly act on that information as opportunities were uncovered in real time.

"Our success is dependent on getting in front of those who matter most to our sales cycle faster, more prepared, and more often, than anyone else," said King. "Thanks to BAO, we've done exactly that and have the pipeline growth to prove it."

## About BAO

BAO is the technology industry's premier provider of pipeline-generation services. Clients ranging from the world's largest technology and services companies to smaller innovators rely on BAO to shatter revenue targets, identify and seize buying cycles and new market opportunities, optimize sales operations, and even "save" quarters. With services ranging from market profiling and opportunity identification, to appointment-setting and lead qualification, BAO has filled the sales pipelines of hundreds of technology companies with billions of dollars of opportunities. Founded in 1997, BAO is based in Andover, Mass., and can be found on the World Wide Web at [www.baoinc.com](http://www.baoinc.com).



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