

## COMPANY PROFILE



BearingPoint, Inc. (NYSE:BE) is one of the world's largest business consulting, systems integration and managed services firms serving Global 2000 companies, medium-sized businesses, government agencies and other organizations. With 2003 revenues of over \$3.1 billion, they provide business and technology strategy, systems design, architecture, applications implementation, network infrastructure, systems integration and managed services.. Based in McLean VA, BearingPoint has been named by Fortune as one of America's Most Admired Companies in the computer and data services sector.

### Marketing Challenge

As a professional services firm, BearingPoint needs to ensure their large force of consultants maintains high utilization rates to maximize their revenue generating potential. To help accomplish this, BearingPoint has made substantial investments in marketing in an effort to keep their consultant's opportunity pipeline full. Much of this responsibility falls on Joe Polenchar, BearingPoint's Global Director of Telesales, who was brought in by the company to build and grow the company's telesales organization. "I'm in the pipeline-building business," says Polenchar, "and with responsibilities across all industries and practices, I have to ensure that our efforts are precisely targeted to achieve maximum results."

One of Polenchar's priorities was to analyze their own customer database to better understand the types of engagements the company had successfully won in the past. "We first needed to profile the engagements that fit our practice in order to create some logic around how we target opportunities" says Polenchar "That way, we could deploy a much more effective strategy." Like most companies, BearingPoint's customer list was not integrated and resided in multiple locations across the company. It needed to be integrated and segmented to achieve Polenchar's goals.

### Oracle Opportunities

BearingPoint has a large practice around implementing and integrating Oracle software. An especially effective "trigger event" is when Oracle introduces new upgrades to their products, and user companies need the services of firms like BearingPoint to implement and integrate these upgrades with their existing technology infrastructures. With a large "bench" of Oracle experts on its staff, BearingPoint wanted to ensure their consultants got a major share of this lucrative opportunity. Polenchar needed to quickly build a target list not only of Oracle users within the company's in-house list, but also identify those organizations who were considering upgrades. Also, this list would have much more utility if it contained detailed information about these organizations such as company size, industry, timeframe and other types of enterprise software installed.

**3X increase in Pipeline Activity & Telesales Effectiveness**

“ Simply DIRECT is very easy to do business with and are remarkably cost effective. ”

### The Simply Direct Solution

Polenchar called SimplyDIRECT to process and profile their in-house list. A leader in list processing and profiling, SimplyDIRECT advised Polenchar on the how best to accomplish his goals within the fastest timeframe and at the lowest possible cost. A three-step approach was designed: Analyze the in-house list, build out the static profile information (key contacts, company size, industry, etc.), and survey the list to find engagement opportunities with the highest potential value. The analysis yielded rich information about where BearingPoint had successfully won business and this created a very precise picture of the type of customers that fit Bearing Point's profile. The list was further developed, and SimplyDIRECT launched a survey campaign to determine which Oracle products these organizations were currently using and whether Oracle projects or upgrades were being considered. Once the results were in and opportunities identified, Polenchar's telesales team contacted them and began building relationships. When specific projects were discovered, Polenchar's team turned them over to BearingPoint's partners to begin the engagement.

“ Since we started using Simply DIRECT we've seen a threefold increase in our pipeline and telesales' effectiveness. ”

### Results Delivered

SimplyDIRECT delivered BearingPoint's customer list fully processed, integrated and segmented. The profiles were rich in qualifying information, organized by SIC codes and other attributes and then mapped to BearingPoint's strengths. This was key in helping the company laser target its marketing efforts.

SimplyDIRECT's survey campaign yielded deep information that would later help the telesales team to tailor their pitch. "The profiling survey was highly effective," said Polenchar. "This is SimplyDIRECT's "sweet spot". In fact, the results of the were so successful that many people from other practice areas, such as particular industries or other software, began contacting me to run similar campaigns for them".

Impressed by the success, BearingPoint partners and consultants provided lists of named accounts or companies they wanted SimplyDIRECT to process and survey. This yielded more valuable information on potential opportunities for Polenchar's team to contact and further qualify. Simply DIRECT has since completed several survey and list processing campaigns for BearingPoint, each time focusing on a different market opportunity such as industry, territory, product use or one of the company's alliance partners.

"Simply DIRECT is very easy to do business with and are remarkably cost effective," said Polenchar, "they quickly grasped how we work and they've gotten to understand us and how we do business. Since we started using them we've seen a 3X increase in our pipeline and telesales' effectiveness."



### Corporate Profile

Founded in 1996, Boston-based SimplyDIRECT is a marketing services firm that helps clients identify, engage and qualify prospects with maximum precision.

### The company offers three core services:

1. Custom contact database development
2. Opt-in, executive-level lead generation
3. Cleansing and updating of client databases

### Clients Include

Akamai  
American Express  
BearingPoint (formerly KPMG)  
Computer Associates  
Dun & Bradstreet  
GEAC  
M&I Bank  
Perot Systems  
Plumtree  
Verizon

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