

## COMPANY PROFILE



Founded in 2000 and based in Columbia, Maryland, BoxTone® is a market-leading provider of software to manage, monitor and support the enterprise BlackBerry platform across all communication links. As of early 2008, more than 115 enterprises and government agencies—representing more than a quarter million smartphone users—trust BoxTone® software to reduce their support costs and accommodate rapid smartphone growth, while guaranteeing the high quality of service that mobile users demand. The company continues to experience dramatic growth, with annual sales, clients, and smartphone users under BoxTone software management continuing to double year-over-year.

## Marketing Challenge

The “pain” that BoxTone’s software solutions address is quite real, but the marketing challenge was finding the individual(s) who felt that pain most acutely. Often the help desk is the department swamped with angry users of smartphones, irritated that they cannot access critical email or are experiencing slow service. SimplyDIRECT was tasked with finding the contacts that supported mobile users or performed “remote support.” Since the remote support role was new, many companies didn’t formally recognize the function. “We found that the person feeling the

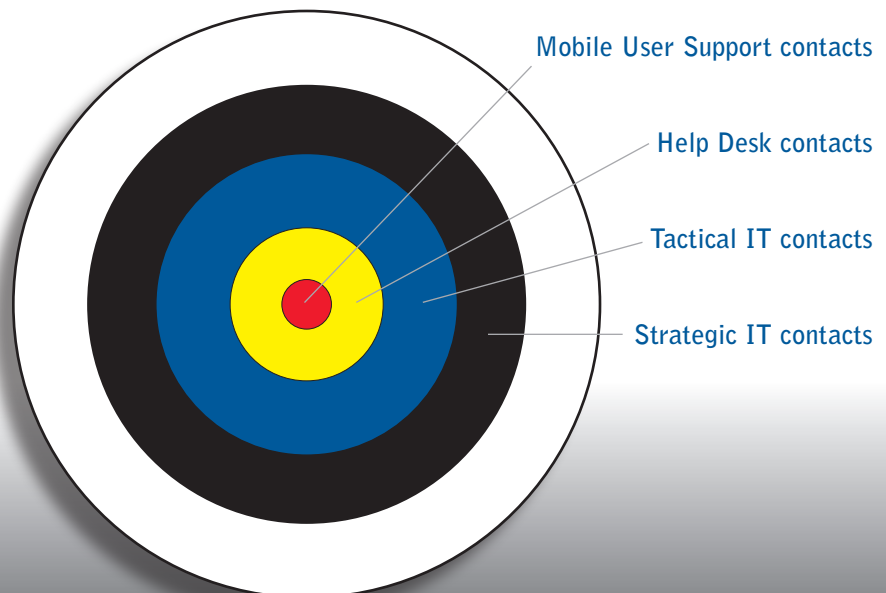
pain could have any number of job titles,” explained Joel Weinschank, BoxTone’s Director of Marketing. “In order to be successful, we needed to build a contact list based on functional responsibility, not simply a job title.”

## Finding a Needle in a Haystack

SimplyDIRECT was given a list of target accounts by BoxTone, so their mission was to build contacts into that pre-qualified list of companies. The essence of the problem was more than just identifying those

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SimplyDIRECT targets several layers of responsibility



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in charge of a company's help desk. True, the help desk takes the calls, but it's the BlackBerry support team members who have to diagnose and repair problems and are the real champions of the solution.

BoxTone learned that, once they found the person in the company taking the heat for BlackBerry issues, a sale quickly followed.

Using SimplyDIRECT's list building expertise, BoxTone's marketing team could bypass what would otherwise have been an expensive fishing expedition. SimplyDIRECT started by delivering a pilot project to confirm and refine the kind of contacts targeted by BoxTone. In each case, SimplyDIRECT did the research necessary to verify that the contact was, indeed, responsible for addressing mobile user issues. In addition, SimplyDIRECT went beyond the first circle of pain—those on the help desk, who were not looking for a long term solution, but just trying to get the immediate job done—to the next ring of contacts, those responsible for the Help Desk and in a position to advocate for a BoxTone system purchase.

A "phased delivery approach" was agreed upon, where SimplyDIRECT delivered 250 names a week, for a total list of 3000 contacts. BoxTone's outside telemarketing group immediately went to work and found the list provided by SimplyDIRECT was over 90% accurate—the people on the list were indeed responsible for the area specified in the role-based position

search. Names that were passed on from telemarketing to BoxTone's sales force resulted, within only three weeks, in 35 solid opportunities under pursuit.

Given this experience, BoxTone saw immediately how it could ramp up sales efforts. According to Weinshank, "SimplyDIRECT's lists allowed us to have a structured approach with which to pursue our entire addressable market."

### Results Delivered

"We are very happy with the results," Weinshank said. "SimplyDIRECT's role-based search provided us with target account leads and accurate contact information. Now sales can focus on what it does best—qualifying and selling." Based on the successful initial list-building efforts, BoxTone contracted with SimplyDIRECT to provide them target lists on an ongoing basis with contacts for their targeted accounts. These contact names, including mailing address, e-mail address and phone number, are integral to the success of BoxTone's sales efforts.

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### 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  
Computer Associates  
Dun & Bradstreet  
E2Open  
Genesys  
IBM  
MarkMonitor  
Perot Systems  
Veracode  
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