

COMPANY PROFILE



PeopleSoft, Inc., based in Pleasanton, California, is the second largest provider of enterprise application software to some of the world's largest companies and public sector agencies.

The company was a pioneer of "back office" software applications that automate the human resources and finance functions for large organizations.

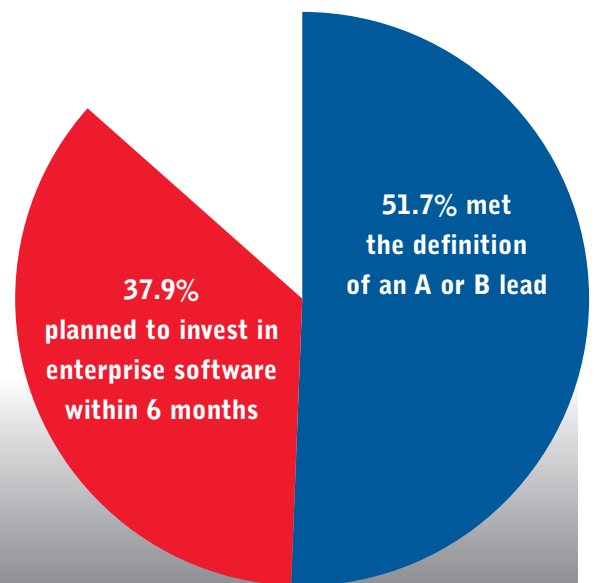
Marketing Challenge

PeopleSoft had grown rapidly with their human resources, financial management and supply chain systems, expanding their installed base to over 4,000 customers. Traditionally, the company's marketing and sales efforts focused on Global 2000 companies. In 1999 the company entered the rapidly expanding market for customer relationship management (CRM) software through the acquisition of Vantive Corporation. Adding this important "front office" product enabled PeopleSoft to provide companies with a fully integrated process view or "360 degree view of the business."

With the new product line, however, PeopleSoft decided to focus on the rapidly growing mid-market—companies with annual revenues of \$100 to \$500 million. PeopleSoft also decided this was the best opportunity for their new line of CRM products. "This greatly increased our challenge," said PeopleSoft Mid-Market Marketing Director Jim D'Addario. "A query of our marketing databases showed that we had very few contacts that fit the mid-market or CRM buyer profile." Faced with the need to jumpstart his marketing efforts and meet aggressive revenue numbers, D'Addario contacted SimplyDIRECT. "It was immediately obvious to me that typical direct marketing programs using rented lists would take too long," said D'Addario. "We had to build a suspect database and fast in order to provide the steady lead pipeline needed by our sales team."

“...the smartest marketing tool I've seen in the last 15 years.”

Total Leads Generated





SimplyDIRECT builds its own lists, surveys only the decision-makers, and delivers detailed “suspect profiles”... often at a quarter of the cost of other services.

Every Contact Must Count

The main drawbacks of traditional lead generation are low response rates and low information value. PeopleSoft’s Mid-market sales team needed detailed profiles on each account, such as company size, industry, product interest, decision maker’s names and purchase plans. “Our in-house direct mail programs had very low response rates” said D’Addario. “On top of that, each response provided minimal information, often requiring the sales person to waste valuable time qualifying the account. This lack of information also meant we couldn’t really nurture leads.”

The SimplyDIRECT Solution

“I found SimplyDIRECT’s survey methodology to be unique, not only for the detailed information on each suspect but SimplyDIRECT’s guarantee of a specific number of profiles,” said D’Addario.

“DM lead generation campaigns are often inefficient,” says D’Addario “You try to rent enough names to meet your response goals, and then pray your mailer will get a decent response rate. By contrast, SimplyDIRECT builds its own lists, surveys only the decision-makers, and delivers detailed “suspect profiles”... often at one quarter of the cost of the other services”.

Results Delivered

PeopleSoft contracted SimplyDIRECT to deliver a minimum of 50 leads a month and immediately started seeing results. “We got nearly 175 leads in the first three months,” said D’Addario, “to my surprise, the majority we’re “A” leads that I passed directly to the sales force”. The “B” leads—those with longer buying horizons—were loaded into our lead generation database for follow-up. “To be honest, I was nervous,” said D’Addario. “But the results made me a believer. In three months our sales people had a healthy pipeline and a high percentage of those at the negotiation stage. It is the smartest marketing tool I’ve seen in the last 15 years.”

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
Workday

Headquarters

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