

COMPANY PROFILE



Deploy Solutions was founded in 1997 and is based in Westwood, Massachusetts. Deploy's talent optimization software helps companies maximize staffing performance for multiple worker types. Deploy equips customers with applicant tracking, electronic recruiting and talent management technology to support exemplary user experiences for recruiters, HR executives, hiring managers and candidates. Customers include Fleet, Sprint, FedEx, Southwest Airlines, BP, Prudential, Bank of America, McKesson, Bristol-Myers Squibb, Fresenius Medical Care, Charming Shoppes, Harley Davidson, Sunoco, Hess, ChevronTexaco, Casual Male, Jiffy Lube, Six Flags, Time Warner Cable, and others.

Marketing Challenge

Deploy Solutions knew it was missing deals. "What drove us nuts was not necessarily losing deals; it was finding out about a competitor's win... and we didn't even have that deal on our radar," explained Bret Starr, Deploy's Director of Marketing.

Deploy aspired to identify 100% of its prospective customers. This meant identifying, by company, contact name and individual email address, all of those who could potentially buy from Deploy. "Most list sources have an overall accuracy rate of 70%; SimplyDIRECT phone-confirms names until it achieves a remarkable 95% accuracy," Starr said. "You simply can't get any better than that."

Jumping the Competition

"If you build your prospect database right," said Starr, "then you can look way out—maybe two years out—and see where your deals are going to come from." Deploy needed a comprehensive database of large companies—having 5,000 or more employees—in selected industries (insurance, retail, banking, etc.) and, within those, they needed to identify the VPs and Directors of HR, Staffing, HRIS and Finance. "Leveraging this database would give Deploy a jump on its competition, reflected Starr "...otherwise we weren't going to get there fast enough."

“ SimplyDIRECT achieves a remarkable 95% accuracy. You simply can't get any better than that. ”

List Accuracy

100%

Traditional List Sources 70%

SimplyDIRECT 95%



“ SimplyDIRECT’s custom-built contact database provided the fuel for our demand generation engine. ”

Deploy gave SimplyDIRECT all the contact names it had already developed, and engaged SimplyDIRECT to “fill-in” the “missing fields” with names that met the targeting criteria. Building this database took less than a month. “I was very impressed with the accuracy and granularity of their research,” Starr said. “SimplyDIRECT’s custom-built contact database provided the fuel for our demand generation engine.”

New Markets

While the list building engagement was underway, Deploy acquired another company, Humetrics, a leader provider of assessment tools and hiring automation solutions. However, the products offered by Humetrics addressed a new and different market than Deploy’s core target market. “We needed senior level Operations and HR contacts in retail organizations. SimplyDIRECT built a database precisely to these new specs, and helped us extend market coverage,” recalled Starr.

“...we needed extreme accuracy at the company, contact, and email level. ”

Results Delivered

“Since much of our marketing is email based, we needed extreme accuracy at the company, contact, and email level,” Starr said, “and SimplyDIRECT delivered.” SimplyDIRECT identifies email addresses for approximately 95% of contacts, and achieves about 80% deliverability with these emails. “If you get less than that, it is likely that the client’s message is triggering an anti-spam tool, which causes otherwise accurate emails to bounce,” explained SimplyDIRECT’s president, Douglas Barth.

“Ultimately,” said Starr, “SimplyDIRECT built us a great database of companies and contacts, including phone numbers, snail mail and email addresses. This is a highly leveragable asset for all of our planned marketing programs.”

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

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