



Complete, Collaborative
Business Information

Jigsaw Case Study

Customer

Netuitive is the world's leading provider of self-learning IT performance management solutions, which replace human guesswork with automated mathematics and analysis.

Challenge

Netuitive needed to increase the efficiency of its prospecting activities and reach more IT decision-makers, but found its CRM solution clogged by inaccurate contact data.

Solution

By subscribing to Jigsaw Team, Netuitive gained a source of high-level contacts for its sales force. Later, the company began using Jigsaw Lists to power its automated email campaigns, and ran Jigsaw Clean to maximize the accuracy of its CRM database.

Results

Using Jigsaw's complete suite of corporate solutions, Netuitive has:

- Added several million dollars of potential business to its pipeline.
- Placed 10,000 high-level, accurate IT contacts in its CRM database.
- Eliminated more than 10,000 dead or duplicate contacts and leads.
- Updated more than 8,000 phone numbers.
- Allowed inside and outside sales reps to participate efficiently in prospecting activities.

"We're breaking the mold in our industry, so we're attracted to companies in other industries that are also trying to do things better, faster, and cheaper. Jigsaw's self-cleansing database is a cutting-edge approach to the age-old problem of outdated contact data."

— Tim Walls, Sales Operations Manager, Netuitive

Netuitive

Jigsaw Corporate Solutions help Netuitive Purge Dead Records and Fill their Pipeline.



To most systems administrators, self-learning performance management sounds like an impossible dream. Netuitive is making it a reality by using patented algorithms to automate the process of optimizing system performance. But until late 2005, Netuitive was relying on traditional data vendors to supply contact data for prospecting. But these sources provided too many incomplete and outdated contacts. To distribute leads to the sales force, Walls had to manually import name lists into the company's Salesforce CRM solution—adding a time-consuming bottleneck to an error-prone prospecting process.

"Our sales people were cold-calling hundreds of wrong numbers," recalls Tim Walls, Sales Operations Manager at Netuitive. "Every time we ran an email campaign, we were flooded by bounce-backs. In today's economy, companies like ours can't afford to spend thousands of dollars on a batch of unreliable data. We finally decided we had had enough."

Self-Cleansing Database Delivers Higher Quality Contacts

After realizing that the old way of prospecting no longer was efficient, the company's vice president of sales searched online for a better contact data solution—and found Jigsaw Team. Soon after deploying the solution to its sales team, Netuitive easily overcame any doubts they may have had about relying on a data source that is maintained entirely by everyday business users.

"We're breaking the mold in our industry, so we're attracted to other companies that are trying to do things better, faster, and cheaper," Walls explains. "Jigsaw's self-cleansing database is a cutting-edge approach to the age-old problem of outdated contact data. And Jigsaw integrates seamlessly with Salesforce CRM, so we can sync up contacts with one click."

Salesforce.com Integration Lets Everyone Help with Prospecting

As Netuitive's sales force began to reach more decision-makers by phone, the company wanted to target these prospects—and their IT colleagues—with automated email campaigns. Netuitive turned to Jigsaw Lists for names and titles of additional contacts at target companies. In addition, the integration between Jigsaw and Salesforce allows Netuitive's sales reps to build their own pipeline. After every successful contact, sales reps can copy names into Salesforce, ensuring that these prospects will be included in Netuitive's marketing campaigns. They can also use Jigsaw Lists to find additional contacts at target companies.

"A growing company like ours needs its territory sales people to help with prospecting," says Walls. "Jigsaw allows them to do this without duplicating efforts thanks to their ability to track which contacts we as an Organization have already downloaded. Everyone in our organization is using at least one Jigsaw product to help generate business."

“We’ve got CIOs of Fortune 1000 companies calling us back and asking to speak to our salespeople. That’s unheard of! Much of the credit goes to Marketing, but it’s Jigsaw that helps us find and reach the right high-level people.”

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Eliminating Thousands of Dead Records Preserves Marketing Budget

Netuitive focused next on improving its email delivery rate. The company aims to generate leads by hosting webinars featuring IT industry analysts. But many of its webinar invitations were bouncing back via email. Netuitive turned to Jigsaw Clean, a subscription-based service that makes it easy for companies to scrub their CRM databases.

On its first use of Jigsaw Clean, Netuitive updated approximately 20,000 contacts in its database. The company eliminated nearly 4,500 dead or duplicate contacts and leads, updated 4,100 phone numbers, and added 1,500 email addresses. Three months later, Netuitive eliminated another 6,000 dead or duplicate records and updated nearly 4,000 phone numbers.

“Since running Jigsaw Clean and downloading Jigsaw Lists, our response rates have been incredible,” says Walls. “We’ve got CIOs of Fortune 1000 companies calling us back and asking to speak to our salespeople. That’s unheard of! Much of the credit goes to our marketing, but it’s Jigsaw that helps us find and reach the right high-level people.”

Adding 10,000 Contacts Puts Millions in the Pipeline

What’s the impact of using all three Jigsaw corporate solutions together? Netuitive is impressed with the results so far.

“Jigsaw has injected 10,000 high-level contacts into our database, representing millions of dollars in pipeline” says Walls. “So, our ROI on Jigsaw is through the roof. It just makes sense to use all three Jigsaw products together. We consider Jigsaw to be a trusted partner in our sales prospecting machine.”

About Netuitive

Netuitive is the leading provider of self-learning performance management software. Based on nine patented technologies resulting from 20 years of academic and commercial research and development, Netuitive products replace human guesswork with automated mathematics and analysis to improve performance of systems, business services and virtual infrastructures. Hundreds of customers such as Kroger, BlueCross BlueShield, MetLife, Citigroup and the U.S. Air Force have discovered that Netuitive software leverages existing monitoring systems and delivers return on investment in as little as two months.

About Jigsaw

Jigsaw (www.jigsaw.com) is a leading provider of business information and data services that uniquely leverages user-generated content contributed by its global membership. Today, the Jigsaw community and more than 500 enterprises use the Jigsaw directory to access information for 8 million business contacts and over 1 million companies. Jigsaw delivers low-cost and easy access to high-value business information that can be used to identify key decision makers and people for purposes such as sales, marketing, recruiting and customer service.

For more information, visit www.jigsaw.com or contact us at 877.544.7299 and support@jigsaw.com



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