

Jigsaw Case Study

Customer

Insight is one of the world's leading providers of name brand IT computing products, software, and advanced IT services.

Challenge

Insight's sales force needed a way to reach key stakeholders earlier in the sales cycle.

Solution

Insight started a Jigsaw corporate subscription with 250 logins in January 2007. Many of Insight's 1,800 sales representatives worldwide use Jigsaw to streamline their prospecting activities.

Results

With Jigsaw corporate subscription, Insight has:

- Increased productivity of sales prospecting by 25%.
- Achieved over 85% accuracy in contact data. Virtually eliminated bad contacts and wrong numbers.
- Reached more executives by avoiding corporate gatekeepers.
- Made contact data available to traveling employees 24x7.

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— Troy Thielet, Client Information Project Lead, Insight

Insight[®] Enterprises, Inc.

Insight Connects with Decision-Makers, Increases Sales Prospecting Productivity by 25% with Jigsaw



To win lucrative IT solution deals, Insight's sales reps know they must speak with decision influencers early in the sales cycle. But until recently, Insight used an internally managed contact data system that made it difficult for the sales force to share complete, accurate contact information on customers and prospects. At the same time, Insight's contact data vendors delivered data that contained an unacceptable number of errors—in spite of the hefty fees they charged.

Insight began to look for a cost-effective, user-friendly contact data solution that could complement its new subscription with Hoover's. After considering a wide range of solutions, Insight evaluated Jigsaw. The results were impressive.

"We were overwhelmed by the breadth and depth of Jigsaw's contact information," says Troy Thielet, Client Information Project Lead at Insight. "Our sales reps reported back to me that the data was over 85% accurate."

Productivity Increases; Data Quality Rated "A++"

Since launching its Jigsaw corporate subscription in January 2007, Insight has noticed improvements in its sales efforts. Collaboration and teamwork are on the upswing—and productivity has increased dramatically.

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Jigsaw's reliable, highly accessible contact data also makes prospecting easier for Insight's newest sales reps, speeding their time to productivity. "Our new hires are the most pleased with Jigsaw because it really helps them hit the ground running," says Thielet.

Direct Contact with Decision-Makers Speeds Sales Cycle

By using Jigsaw's unique self-correcting database, Insight's sales force can get complete, accurate contact information for executives in all parts of a company. As a result, sales reps can avoid corporate gatekeepers and speak with influencers and decision-makers earlier in the sales cycle—increasing the chances of a successful close.

"Jigsaw enables us to reach the right executives up front and learn political issues from the outset, which saves us a tremendous amount of time," says Thielet. "We learn how to avoid sensitive issues as we lead the client to their next step from an IT perspective."

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Rather than trying to sell IT initiatives at each level of an organization, Insight’s sales reps can now establish an immediate rapport with an executive and then let him or her cascade the idea down to middle management. “IT projects very seldom get implemented when they are pushed from the bottom of an organization up,” Thielet explains. “With Jigsaw, we not only reach a high-level contact on our first try, but also find ourselves having strategic conversations much earlier in the sales process.”

Online Contact Database Powers Sales Across the U.S.

As Insight’s business development managers travel throughout the U.S., they can log on to Jigsaw any time to get the contact information they need to set appointments with potential clients. Sales reps can easily access the same reliable information as they follow up on these leads.

“Across our operations in the U.S., we’ve had very good feedback from our sales reps,” says Thielet. “Whether they rely on Jigsaw or use it in tandem with Hoovers, their positive feedback and general lack of complaints tells me they’re getting the contact information they need to drive sales growth.”

About Insight

Insight Enterprises, Inc. (“Insight”) is a leading provider of brand-name information technology (“IT”) hardware, software and services to large enterprises, small- to medium-sized businesses and public sector institutions in North America, Europe, the Middle East, Africa and Asia-Pacific. With locations in 24 countries supporting clients in over 100 countries, Insight is uniquely positioned to address complex technology needs to clients around the world. The company has approximately 4,500 teammates worldwide and generated sales of \$3.8 billion for its most recent fiscal year, which ended December 31, 2006. Insight is ranked number 543 on Fortune Magazine’s 2007 “Fortune 1000” list. For more information, visit www.insight.com.

About Jigsaw

Jigsaw Data Corporation is an online database for business contact and company information, which is built, maintained, and accessed by its global membership. Jigsaw provides low-cost, 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. Headquartered in San Mateo, California, Jigsaw is funded by Austin Ventures, El Dorado Ventures, and Norwest Venture Partners.

For more information, visit www.jigsaw.com



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