

Jigsaw Case Study

Customer

NetIQ is a leading provider of comprehensive systems and security management solutions that help enterprises maximize IT service delivery and efficiency.

Challenge

NetIQ's sales force struggled to get accurate, up-to-date contact data from a large, complex customer relationship management (CRM) system.

Solution

NetIQ opened a Jigsaw Corporate Account in April 2007. The company's sales force uses Jigsaw to reach more high-level contacts and decision influencers with less effort.

Results

With Jigsaw Corporate Account, NetIQ has:

- Given its sales force immediate access to accurate contact information
- Enhanced its ability to generate revenue.
- Increased sales force productivity.
- Minimized delays and hassles caused by outdated contact data.
- Monitored lead generation activity across the sales force.

"One of our corporate goals for fiscal year 2008 naturally is to increase revenue. With Jigsaw, we are able to shorten our sales cycles as a result of quickly finding and reaching decision-makers from the outset. From there, it's a straight line to increased revenue."

— Jen Halpern, Senior Operations Manager, NetIQ

NetIQ[®] Corporation

NetIQ Uses Jigsaw to Help Sales Reps Focus on Increasing Revenue



NetIQ's sales representatives want nothing more than to generate revenue and make their targets. But to do so, they need a reliable, accurate source of contact data. NetIQ relies on its Siebel CRM system to store contact data, but has experienced problems with data quality and availability.

"Data quality has always been the top issue for our sales force," says Jen Halpern, Senior Operations Manager, NetIQ. "Our CRM system contains a vast amount of data, but we never know when it was last updated and how accurate it is. If our sales reps don't have reliable contact information, it's going to be hard for them to hit their numbers."

Recently, a NetIQ sales representative recommended Jigsaw to the company's sales operations staff. NetIQ researched Jigsaw and decided that the Jigsaw Corporate Account program would deliver a good return on investment.

"After evaluating several other contact data providers, we chose Jigsaw due to the completeness and accuracy of their contact data," explains Halpern. "What we like most about Jigsaw is that it's an easily accessible and searchable online repository that our sales reps find very intuitive to use. Jigsaw provides us with a fast, affordable way to build our sales pipeline and prospect base."

Self-Correcting Database Delivers Reliable Contact Information

After subscribing to Jigsaw, NetIQ noticed an immediate increase in the productivity of its sales reps. Those who embraced the new system gained faster access to high-level contacts, enabling them to initiate productive sales conversations without dealing with corporate gatekeepers.

"Jigsaw lets our sales reps use their time on the phones more wisely because they have better contacts to start with," says Halpern. "They now have meaningful conversations much earlier in the sales cycle, rather than spending time feeling out the prospect company. My sales reps tell me that they use Jigsaw several times per day and they rely on it as the most accurate source of contact and company information."

Not only do NetIQ's sales reps now have faster, easier access to contact information, but they can also count on the accuracy of Jigsaw's self-correcting database.

"In our CRM system, some of the data is current, but much of it is outdated or duplicated," says Halpern. "Our sales reps tell me that the data in Jigsaw is far more accurate than what they're used to."

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— Jen Halpern, Senior Operations Manager, NetIQ

Higher-Level Contacts Help Fill the Pipeline

NetIQ's sales operations staff keeps a close eye on sales metrics—and has noticed improvements since the company launched its Jigsaw Corporate Account. By reducing bad contacts dialed and minimizing time spent searching for information, Jigsaw is helping NetIQ speed more opportunities towards closing.

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NetIQ's Jigsaw Corporate Account lets the company assign and transfer contacts and points among its sales reps. If a sales rep leaves the company, his or her contacts stay behind in Jigsaw. NetIQ receives detailed reports on account usage and lead generation activity for each member, enabling the company to measure the return on its investment in Jigsaw.

Bottom Line: Better Contacts Lead to Higher Revenues

What's the bottom line? NetIQ is confident that Jigsaw is helping its sales reps achieve their quotas and pull in more money. With Jigsaw, NetIQ is on the path to increase its sales pipeline and meet its revenue goals. Furthermore, Jigsaw is helping to shorten NetIQ's sales cycles because the company's sales reps can quickly and easily find and connect with the decision makers in their target accounts.

About NetIQ

NetIQ, an Attachmate business, is a leading provider of comprehensive systems and security management solutions that help enterprises maximize IT service delivery and efficiency. With more than 12,000 customers worldwide, NetIQ solutions yield measurable business value and results that dynamic organizations demand. NetIQ's best-of-breed solutions help IT organizations deliver critical business services, mitigate operational risk, and document policy compliance. The company's portfolio of award-winning management solutions includes Systems Management, Security Management, Configuration Control, and Change Administration.

About Jigsaw

Jigsaw is an online directory of business contact and company information, which is built, maintained, and accessed by its global community of more than 300,000 members. 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.

For more information, visit www.jigsaw.com



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