



# quantum tm launches new back-up solution for global content and network security Software Company.

## The client

The client was a global leader in information security and availability which helps both individuals and enterprises protect critical data, as well providing applications to manage this data in a time and cost effective manner.

## Project Objectives

quantum tm were asked to co-ordinate the UK launch of the client's latest backup solution. The launch of this also coincided with the client's merger and therefore meant that the campaign was two pronged – primarily to up- and/ or cross sell to existing customers (specifically at IT Director level) but also to ensure that existing clients were aware of their change in identity.

The client stipulated their exact definition of what they would count as a genuine sales opportunity - this included a specific and adequate budget, the correct authority, a 'need' or planned project and a project timescale of within 6 months.

## Client Testimonial

*"Every one of these leads was golden on quality...keep up the good work, you're helping us to build more business."*

European Marketing Director

## The quantum tm Solution

### *Data*

quantum tm's initial role was to match data and add contact details to around 50% of Symantec's existing data using quantum tm's internal database.

### *Specialist Training*

As the message and launch of the product were time-sensitive it was essential that the campaign was completed over a short period of time. To ensure that this was achieved, quantum tm allocated a group of experienced and highly trained UK telemarketing consultants to the campaign. The consultants, as well as the campaign statistics/ progress were organised and monitored by a Team Leader and a dedicated Account Director. Due to the specific nature of the campaign, it was essential that the selected telemarketing consultants had an in-depth Symantec product knowledge. As such, they were able to fully engage in conversations with IT Directors regarding the technical advantages of the solution as well as identify other potential needs/ projects that the client may be able to help with.

## Results of Project So Far

- In excess of **600 opportunities** have been passed on
- **1.2 M** pipeline
- ROI = 24X (**anticipated ROI = 50x**)
- Based on this success: quantum tm ran the BUE10 launch over the whole of EMEA