



# Driving sales across EMEA for the world's largest provider of IT services and hardware

## The Client

quantum tm has established a long term relationship with this client, working with them on a variety of campaigns over a period of 7 years. They are world leaders in the creation, development and manufacture of the industry's most advanced information technologies, including computer systems, software, networking systems, storage devices and microelectronics. Translating these advanced technologies into value for their customers through their professional solutions and services businesses world-wide.

## Project Objectives

To work with several different departments including Public Sector, Alliance Partners, Business Partners, EMEA Marketing Division and the New Product Development division.

To offer seminar support, lead generation, enterprise mapping, database building & enhancement and mail-shot follow-up support.

## Client Testimonials

*"I can't remember a campaign that beat this one in terms of quality and timeliness of information, and the quality and quantity of leads. Well done."* UK Marketing Manager

*"The quality of these leads is undoubtedly better by a mile than anything we've ever received before... The partners are all ecstatic about receiving these leads, and the quality they also agree is very good. My feelings are that this has been money well spent..."* Business Partner Manager

## Results of Project

quantum tm is now the **sole provider** of telemarketing to the software group and works closely with the clients internal marketing team

quantum tm has provided over 90% of all leads to hit the clients Pivotal pipeline

quantum tm has ensured up to 85% LDR conversion rate

