Software Vendor

Global Software Vendor through VAD

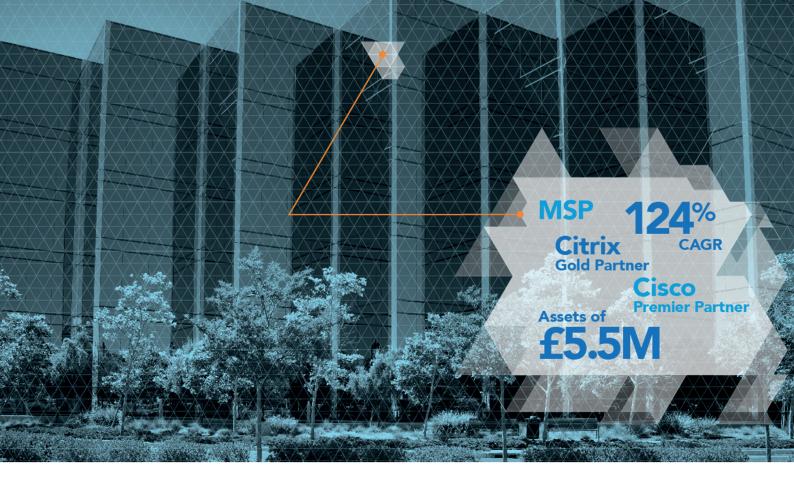IQBlade's client was a Global Software Vendor who engaged the project via a Value-Added Distributor (VAD).

Challenge

The Software Vendor needed to build sales pipeline and had identified 100 Enterprise Accounts who had been regular proximity customers but who hadn't transacted for some time. They wanted to understand the business landscape and market drivers within those accounts and look for Account-Based opportunities to re-engage.

What we did?

The vendor provided IQBlade with 100 company names which were matched against the relevant entites using IQBlade's AI platform. The platform then dynamically gathered thousands of datapoints across company performance, social engagement, news, company go-to-market and others to feed to the vendor in a single pane of glass.

IQBlade's technology stack data was then able to indicate which Enterprise Management Software and Infrastructure was currently in use within those companies, to identify the most relevant solution proposition to take to each account.

MSP

124% CAGR

Citrix Gold Partner

Cisco Premier Partner

Assets of £5.5M

Benefits

Using the enhanced intelligence provided by IQBlade the VAD then engaged the services of a highly respected marketing partner to analyse the data on each company and attempt to rekindle the relationship. Any accounts that expressed an interest in a follow up discussion were then passed back to the vendor for ongoing dialogue.

See how IQBlade can help you, get in touch for a demo
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