



## Background

Novell, Incorporated, is a global enterprise software provider delivering solutions that make work environments more productive, secure and manageable. Novell supports thousands of organizations around the world with collaboration, endpoint management, and file and networking technologies, all of which drive end-user productivity directly or on the backend. Novell marketing and sales management approached Good Leads to uncover sales opportunities for their installed base as well as new accounts. The focus was to identify opportunities for several product solutions:

- Identity & Access Management Solution
- Endpoint Management – ZENworks Solution
- Data Management Solution
- Business Management Solution
- Sentinel

## The Challenge

The key challenge facing the Good Leads team was finding the appropriate individual within highly regulated industries in Finance, Manufacturing, Healthcare, Biotech, Large Retailers and large Higher Educational Institutions. The decision making responsibility lies with CIO, CISO, VP of IT, CSO, Compliance Officer, and VP of IS and in many cases Senior Management within Network Security. Another challenge was after speaking with these executives was identifying the need for compliance with regulatory issues, the need for enhanced security and access management capabilities, provisioning and de-provisioning current/past employees, managing access to disparate systems in varying locations along with providing IT agility & automation. In many situations, the prospects must have \$100K in order to engage with Novell. Prospects must have access to budget to and authority to make budget decisions or prospects can re-allocate budgetary priorities.



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The goal was telephone, webinar or face-to-face appointments in defined sales territories for sales executives.

### The Solution

Good Leads targeted companies provided by the sales and marketing organizations. The companies were generally \$1B+ in annual revenues. Others were key strategic accounts provided by the sales organization. Once trained in the specific product solutions and provided with key value propositions and product language, the Good Leads team of 4 senior business developers and a Project Leader were able to successfully discuss issues troubling these executives and get beyond the basic call plan messages. As leads began to flow to the Field, weekly calls take place with the sales and marketing team to review what we were uncovering and worked closely with the team to refine messages and approaches with future prospects. Every week the quality of the leads and content of the discussion became deeper and detailed improving the overall lead product.

### The Results

Good Leads identified and produced an extensive list of qualified leads and was an effective extension of our client's internal and external sales team. We have delivered in excess of 700 qualified selling opportunities for their sales pipeline. The Identity & Access Management and Endpoint Management solutions alone represent over 550 leads. With the introduction of a new product solution, Sentinel, we have identified opportunities and interested prospects for Novell as Good Leads is an integrated part of the launch strategy. This was achieved through a working partnership with marketing, sales and product management as we begun our search for new prospects for this new product solution. Clearly we identified key companies that are interested in this new solution by identifying 25 new leads in December 2011 and January 2012. The best measure of our success is that Novell/NetIQ marketing management shared that despite their strict lead success criteria, sixty percent of the Good Leads work product in 2010 went into their national sales funnel for further sales actions with the majority of the balance staying within their marketing driven lead nurture process. Another measure of success is that Novell and Good Leads have been business partners for three years.