

Aprimo helps Huddle streamline sales and marketing processes

Submitted by: Aprimo

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Huddle builds successful sales pipeline thanks to Aprimo Marketing Studio On Demand

Aprimo (<http://www.aprimo.com>)®, a global leader in cloud-based integrated marketing software, today announced that Huddle, the leader in enterprise collaboration and content management in the cloud, has successfully implemented Aprimo's Marketing Studio On Demand. Working with Aprimo has helped Huddle take control of its sales and marketing processes and build a successful sales pipeline with sales now consistently working on 95-99% of leads. Furthermore, Huddle changed its entire business model based on the business intelligence it gained from Aprimo Marketing Studio On Demand.

Like many organisations, Huddle suffered from the fact that its marketing and sales teams were using a variety of different applications, none of which talked to each another. As a result, sales and marketing were working in silos, duplicating effort, and finding it difficult to distinguish between prospects and marketing qualified leads.

Huddle needed to get a proper 360 degree view of its customers and prospects from the moment they first engaged with the company right through to the point of sale. The company's vision was therefore to bring in a tool that could facilitate communication between all three existing marketing applications and talk to Salesforce.com, already used by the sales team.

Huddle quickly established that only Aprimo Marketing Studio On Demand had the flexibility and the depth of features it required. The team at Aprimo were also willing to spend the time to properly understand Huddle's goals and issues and to work with the business to find the most appropriate solution.

As a result, Huddle invested in Aprimo's SaaS model for online marketing, lead management and advanced email deliverability as well as Omniture for sophisticated analytics, replacing its existing marketing tools. With the help of Dell Boomi, Huddle was able to tightly integrate Aprimo Marketing Studio On Demand as its new cloud-based integrated marketing management solution, with Salesforce.com and Omniture.

Integrating products in this way avoided the need to swap sales over to a new system, which would have required time and resources to train the sales team and inevitably resulting in a loss of productivity. At the same time, the integration of the three systems would, for the first time, allow sales to really make use of the data marketing could provide them, in order to identify a potential lead and ultimately to close the sale.

The results of the new system were more far-reaching than anyone could have expected. Not only did using Aprimo make it possible to track revenue as a function of lead source, leading the company to make a number of changes in investment, but it has also helped Huddle to develop a new business funnel.

Ashleigh Casner, Head of Customer Acquisition at Huddle, said: "Crucially, we have used Aprimo to help us build a proper business funnel, which we wouldn't have been able to do before. Today, Aprimo Marketing Studio On Demand ensures that our sales reps get information on prospects as quickly as

possible to allow them to really get their pitch right. For example, through the integration of Salesforce.com and our own customer database with Aprimo, our sales team can see what parts of Huddle the customer is using during the free trial. This ensures that they are far more informed about the customer's needs right from the point of making that first sales call.

She continued: "From our initial engagement with Aprimo, the company has been tremendously supportive of the agile way in which we work. The team continues to provide support on an ongoing basis as we tweak the system according to our changing requirements. With internal process improvements and help from Aprimo, we are over achieving our sales targets and getting better every day. This has allowed us to start rapidly scaling the business and we're currently hiring more sales reps in both EMEA and North America."

Today, Ashleigh estimates that 95-99% of leads are being worked on and the relationship between the sales and marketing organisation has gone from strength to strength as a result: "The key has been to get both people and processes right. Working with Aprimo has allowed marketing to measure the success of everything we do and to give the sales organisation the kind of lead generation tools they'd been asking for. We've experienced some major successes off the back of the new system." she finished.

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About Aprimo:

Aprimo, a Teradata company, is a leading global provider of marketing software and services that enhance the productivity and performance of marketing organisations. Through the use of Aprimo's integrated marketing software, Aprimo Marketing Studio® for B2C, Aprimo Marketing Studio® for B2B, and Aprimo® Relationship Manager, marketers can integrate their organisations, get control of budget and spend, eliminate internal silos with streamlined workflows, and execute innovative multi-channel campaigns to drive measurable return on investment. Hundreds of thousands of marketers trust Aprimo to revolutionise their marketing. Aprimo customers include over one third of Fortune 100 companies, and nearly one quarter of Global 100 companies. Founded in 1998, Aprimo is headquartered in Indianapolis with offices worldwide. For more information call +44 (0)121 380 1670 or visit www.aprimo.com

Teradata Corporation (NYSE: TDC), Aprimo's parent company, is the world's largest company focused on raising intelligence through big data analytics, data warehousing and integrated marketing management. Customers trust Teradata's innovative products and services expertise to deliver measurable business value. Teradata acquired Aprimo in January 2011. For more information, visit www.Teradata.com.

Aprimo Clients:

Aprimo clients: Aviva, Bank of America, E-ON, Merrill Lynch, Pearson Education, QAD, Standard Life, Wal-Mart, and Warner Bros (Time Warner).

About Huddle:

Established in 2006, Huddle is the leader in cloud collaboration and content management for the

enterprise. Huddle is used by more than 90,000 organisations worldwide, including Disney, AKQA, HTC and Kia Motors, to securely manage projects, share files and collaborate with people inside and outside of their business.

Huddle can be accessed online, on desktops via Microsoft Office applications, on the move with BlackBerry, iPhone and iPad apps. It is currently available in English, French, German, Italian, Spanish, Portuguese, Russian and Japanese.

More information can be found at <http://www.huddle.com>

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