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CASE STUDY IT Services Company Creates A Business From A Project

CUSTOMER / NATURE OF WORK

 360 degree GTM services for midsized Indian IT company

BACKGROUND / CHALLENGES

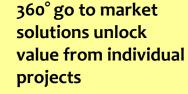
- One marquee project for PeopleSoft services
- Not a single additional client in two years
- Severe attrition of practitioners leading to threat of termination of existing marquee project

APPROACH / SOLUTION

- Identification of root cause viz. wrong assumption that "if you build, they will come"
- GTM identified as solution
- Pruning down of existing portfolio of offerings
- Creation of relevant marketing collateral viz. PeopleSoft Capability Presentation
- Internal campaign to generate leads from existing customers and prospective customers
- External campaign to generate leads via existing practitioners, thought leadership and telemarketing
- Kept prospects warm as they progressed through the funnel through newsletters
- Fed market intelligence to salespersons

OUTCOME & BENEFITS

- THREE new PeopleSoft customers in SIX months
- Extension of existing marquee project
- Thriving PeopleSoft line of business contributing additional revenues



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