Account Managers reach out 40% more active prospects with no additional effort!

Attivo
N E T W O R K S.

About the company

Attivo Networks is the leader in deception for cyber security defense. Founded in 2011, The Attivo core solution is ThreatMatrix, which is a comprehensive deception platform that in real-time detects inside-the-network intrusions in networks, public and private data centers, Industrial Control System (ICS) SCADA and Internet of Things (IoT) environments.

The need

Attivo Networks is a fast growing company with an aggressive roadmap; New features and solutions are rolled out to customers periodically based on the market requirements in the verticals that Attivo Networks is pursuing.

Active opportunities in the pipeline are pursued diligently by working with outbound marketing campaigns, and inbound product inquiries. Leads and opportunities are precisely tracked and followed using Salesforce CRM. Some Opportunities and Leads get pushed out to subsequent quarters for several reasons: It could be IT priorities for the current quarter, a requirement of a particular feature, a budget cycle or project delays due to logistics.
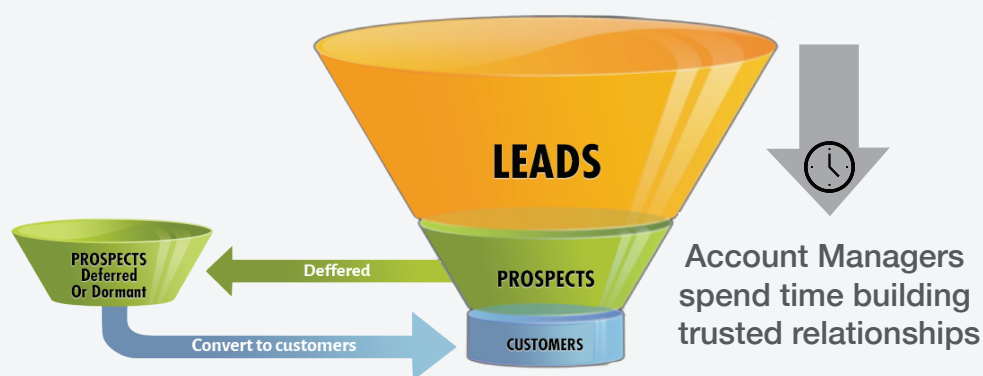
Attivo account management team needs an efficient mechanism to keep an active engagement with opportunities that were deferred in earlier quarters without losing focus on the current quarter.

In addition to actively pursuing newer opportunities every quarter; deferred accounts are also actively engaged as they have a better probability of closing. Account management teams have already invested time and effort in building a trusted relationship with these accounts.

Current process and challenges

Account managers periodically take stock of deferred pipeline by reviewing the notes on Salesforce CRM and email exchanges. They re-ignite a conversation by sending a new whitepaper, case study, updated product datasheet or competitive matrix.

This process takes time and erroneous, often several prospects are ignored, or new content has not been used.

Requirement

1. Do not desire a shift in our process, i.e.; our teams are reluctant to adopt new methodologies or new tools.

2. We extensively use Microsoft Office 365 applications: Outlook for Email, Skype for business and Dropbox for content distribution inside the organization.

Using Backflipt

All the account managers in the organization installed Backflipt; Enabled backflipt to access office365 emails and OneDrive. Once the tool was configured, they went back to their way of business, i.e., using Outlook, Skype for business and updating SF. Product management team uploaded the new feature set document into DropBox.

White papers and updated datasheets get loaded onto OneDrive, at the beginning of the quarter or sometimes in the middle of the quarter. Account managers get alerts on Backflipt-POD, with a list of customers to engage with.

Several of these prospects were deferred engagements from prior quarters; it was helpful to re-engage them with updated datasheets and white papers. With Backflipt, account managers were able to increase their outreach by 40%, with Zero additional time.