

KPI Analytics

CLIENT CASE STUDY

FalconStor Software



Specializing in disk backup, disaster recovery, and data storage and de-duplication, FalconStor has enjoyed a strong partnership with KPI, which continues to support its cold-calling and appointment-setting initiatives. After an initial ramp-up and implementation phase, KPI continues to supply appointments to both the FalconStor direct sales teams as well as partner organizations.

Challenges

A major component of KPI's engagement with FalconStor has been salesforce.com consultation. KPI recognized the need to implement a lot of best practices, leveraging phone contact, white paper downloads, and click-to-chat assistance to bring demand generation up to today's technology. Additional involvement entailed event recruitment, increasing attendance to build partner channels.

KPI Advantages

Through meticulous tracking of their sales cycle, KPI was able to help FalconStor recognize how long its sales process was taking. Accelerating that process via salesforce.com and making their database much more transparent has helped them realize a \$10-\$12 revenue boost in just under one year. FalconStor execs can easily see who has been identified, who is being nurtured, and refine its marketing to high-value prospects. They know what is resonating with partners and what is not. Overall, KPI's open communications and continual consultative insight has clearly paid off for FalconStor.



*Read more case studies online at
www.kpiroi.com/library/casestudies*



Learn more. Visit us at kpiroi.com.

KPI Analytics, Inc. 12708 Riata Vista Cr, Suite A-126 Austin, TX 78727
Phone: 1-866-959-7574 Email: info@kpianalyticsinc.com