

# Lead Qualification Case Study

**Successfully scheduled 60 demos and helped an innovator in database traffic management build a pipeline worth more than \$250000 in 2013**

## Database Traffic Management

### Business Challenge

The customer is the pioneer in a new category of database infrastructure software that simplifies the way database environments are deployed and managed. Their primary product is a SQL traffic management engine that sits transparently between applications and databases to provide instant visibility into database problems deep real-time analytics.

Our goal was to identify and qualify opportunities in a very complex and competitive market comprising of India and Rest of APAC and to help them follow up on the leads gathered in major tradeshows.

### Service Provided

We started with 1 full time employee (FTEs), working 8 hours every day to make cold and follow-up calls on leads to find out potential opportunities. We started calling in the month of Oct 2012 for Indian market and US region from Mar 2013 we were able to schedule 60 demos and successfully build a pipeline worth more than \$ 250k.

Our team's core responsibility was to follow up on leads gathered in major tradeshows and qualify the leads for the local reps to follow-up and go for the closures.

### Achievements

- Successfully scheduled 60 demos
- Successfully build a pipeline worth more than \$250K



- Superior domain expertise built over 12 years of technology sales experience
- Access to a highly qualified, experienced and tech savvy sales team
- Increased operational flexibility through our unique sales and contract model
- Faster setup and go-to-market
- Consistent month on month and year to year quota attainment
- Reduced cost of sales by up to 75%

**AAyuja Advantage**