



information
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Customer Success Story

IT Global Services Group (ITGS) Provides Marketing and Lead Generation Support to Webwasher in the UK and France



Webwasher AG is a leading provider of Internet Security Solutions for companies and public institutions. On the basis of their own technologies as well as through cooperative efforts with leading technology partners, the company develops and markets innovative products for the growing Content Security Management (CSM) market. With WebWasher products, companies and public institutions can optimize Internet usage while effectively protecting their networks from almost all Internet threats and annoyances. Webwasher products help protect business operations, reduce costs, and increase workplace productivity.

The Challenge :

With offices throughout Europe, Asia and the United States, Webwasher has experienced high growth since it was established in 1999. Webwasher started to build its UK operation and created a number of sales opportunities which required attention to close. In addition, Webwasher had formed strategic alliances with other leading vendors.

Whilst the focus and attention was applied to existing opportunities, Webwasher needed to increase its pipeline of new business and establish a continuous pipeline of new prospects. As a relatively unknown vendor in the UK and France, Webwasher needed to create an interest at the end-user level and wanted to focus its attention on the Finance, Banking, Insurance and Government sectors and specifically with companies with over 1000 users.

One of the challenges faced by Webwasher is that many organizations in its target market already have incumbent suppliers for Anti-Virus, Web and E-mail filtering products.

Webwasher did not have the necessary internal resources to conduct telemarketing activities, particularly in two different countries at the same time, to generate qualified leads for its Channel Team.

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Business Development

Human Resources

Press Relations

Vendor Representation





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The Solution :

Webwasher collaborated with ITGS Business Development to develop a marketing plan with a goal to provide a large number of qualified leads, while achieving maximum market exposure in the UK and French markets. The marketing plan was set for a period of three months.

ITGS created and developed a series of targeted email campaigns to introduce Webwasher, which were all followed up by telemarketing calls. This enabled ITGS to deliver key messages to both new prospects and those that may have initially been recorded as uninterested.

ITGS created an initial target database of 2000 contacts in Webwasher's target market segments, and developed localized intelligent telemarketing scripts for each country. The scripts were aimed at identifying the pain points for targeted companies, while focusing on the Webwasher value proposition and how it addressed those needs.

With our product knowledge and previous experience in delivering campaigns of this technology ITGS' experienced telemarketing team required minimal training by the client. Webwasher was able to use its resources to focus on core activities such as closing sales and increasing revenue generation.

The Results :

In the UK, ITGS spoke to over 1200 individual contacts and generated a total of 54 qualified leads and an additional 175 leads with interest but with longer sales cycles. These will be nurtured by ITGS for future campaigns. Many of the leads have resulted in sales calls for Webwasher's Channel Team and created a pipeline business in excess of 100,000 seats. In addition, the UK campaign has generated revenue streams of over \$90,000 in the first six months and won Webwasher key strategic customers.

In France, ITGS identified 22 potential deals for Webwasher in 20 days, and organized a seminar for a new product launch which attracted over 100 participants. Based on current results of the ITGS/Webwasher partnership, the next two target markets are Spain and Italy.

Why Webwasher Selected ITGS

"I was particularly impressed with the professionalism of ITGS and the clear precise manner in how they conduct their campaigns and present their reports.

I wanted to work with a company who really understands the IT security market and it was clear from the people I met and from the sample database I received that ITGS was the right partner", says Kevin Thiele, UK Sales Director. "All in all ITGS has certainly met my expectations".

Customer	Webwasher www.webwasher.com
Market	Internet Security Solutions
Challenge	Increase market presence and sales in Europe
Solution	ITGS provides marketing plan and intelligent telemarketing services