



Aperture Technologies

User Story

The User:

Aperture Technologies, Inc., founded in 1987, helps thousands of organizations around the world manage their facilities and technology infrastructure more effectively with their Visual Database Software. Their software systems tie numeric and textual information to objects on maps, blueprints, schematics, organization charts, pictures, diagrams, etc. Aperture's products serve two markets with distinct decision-makers across many industries. The Aperture marketing department uses D&B's software to achieve two goals: to understand their market and their customers and to generate quality prospect lists.

The Problem:

Aperture was lacking some critical analysis that would boost the effectiveness of their marketing campaign. They also lacked a large budget for sales and marketing, so they wanted to avoid costly analysis and outside list solutions. Aperture had a few goals in mind when they started using MarketPlace Gold software.

First they wanted to better define where Aperture's current strengths resided, and they wanted to identify potential untapped markets — without having to pay an outside service for analysis. They also wanted to increase sales force efficiency and close more sales.

Taking the burden of lead generation off of the sales representatives' shoulders while making the job of researching outside lists for the Database Marketing team easier was a high priority. Because Aperture was wary of using outside sources for lists due to restrictive usage and cost, they wanted a solution that they could bring in-house.

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The Solution:

Using MarketPlace Gold, Aperture was able to import a list of recent customers and historical sales data into the D&B database. They then easily generated reports that identified trends in the data, such as market penetration and potential by industry, geography, and value. These reports turned their customer and lead data into a strategic tool that helped them size markets quickly and accurately and sell more effectively.



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The information Aperture collected from MarketPlace Gold was then used to identify specific prospect accounts with certain criteria (SIC, size, location, etc.) and specific contacts within these accounts (titles, functions, etc.). These pre-qualified prospect lists were licensed, output, and distributed to the Aperture sales force as leads. Aperture then output additional lists to be used for direct mail and tele-marketing campaigns.

Benefits & Results:

Because of the market potential and penetration reports, Aperture was able to provide its executive management with a better understanding of the industries that they had success in and their relative value to other industries. This knowledge helped them to develop a direction for their strategic marketing efforts. Aperture liked the fact that they could do all of this analysis in-house rather than out-source it. Not only did it save them money, but it gave them the flexibility to control the process on their own and update reports as often as necessary without incurring any additional costs.

Since using MarketPlace Gold, there has been a significant jump in sales force satisfaction and productivity. The sales reps have raved about the reports that they receive and the quality of the lead information. Most importantly, several large sales opportunities have been successfully identified and closed based on leads generated from D&B. Aperture likes the fact that the lists can be licensed immediately and saved to their computers because it saves them the time that it takes for list brokers to process orders and for files to be converted and mailed. Between the accuracy of the records and the enhanced value of the product because of quarterly updates, Aperture has saved money while unburdening the sales force.

D&B Solutions

Risk Management Solutions
Sales & Marketing Solutions
Supply Management Solutions
E-Business Solutions

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Our data is backed by DUNSRight™, D&B's unique data quality process that subjects all data to over 2,000 continuous checks. And to keep up with hundreds of business phone numbers and addresses that change each hour, this process updates our data on over 84 million businesses 1 million times a day. D&B goes beyond B2B data — we offer business insight. Insight that you can base your critical business decisions on. Insight that gives you a competitive edge. Insight that increases your revenue.