

CASE STUDY



SYSPRO EMEA



Sector:

Business Management Software



Services:

Telemarketing, Inside Sales, Pipeline Management, Outsourced SDR, Data Sourcing and Strategy

Activity Outputs:

- ✓ One to ten opportunity hit rate
- ✓ Significant market-ready leads
- ✓ Brand awareness in key market

SYSPRO is a top-rated ERP favoured by manufacturers and distributors across the globe. With performance-boosting benefits improving everything from processes to costs and decision-making, few other competitive solutions come close to delivering the ROI of SYSPRO.



directly in the UK and whilst partners would market and generate leads independently, it was important for SYSPRO to be proactive in driving new opportunities and pushing their name SYSPRO could then decide which partner best suited an opportunity.

“Our EMEA marketing team were working hard to drive traffic to our website, but I felt we needed to accelerate activity and be proactive about pushing SYSPRO into our target markets in the UK” said Kevin Stilwell, SYSPRO EMEA Channel Sales Manager.

To achieve the growth SYSPRO was seeing around the world, and believing there was significant opportunity in the UK, SYSPRO management made the decision to move away from a single, exclusive UK partner.

Despite many of the global challenges faced by businesses, there was an appetite within SYSPRO's target markets to drive efficiencies and cut costs through digitisation of processes. Many old systems just cannot not take businesses forward, so investment in new technology continues.

Moving away from a single partner changed the dynamics of the UK market for SYSPRO. SYSPRO needed to own and promote its brand

“I had worked with Bollin Green in the past and knew they had the expertise to help us target and execute a campaign in the UK. They knew the manufacturing market, had people who understood the business challenges of the target customers, and could sell the SYSPRO value proposition.”



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“Not only did Bollin Green find short term qualified leads, but their skills in nurturing companies led to more opportunities as we moved along. Our partnership with Bollin Green is definitely a process not a single event”, Kevin adds. “The process has definitely increased SYSPRO brand awareness in the UK and we will continue to invest in the partnership”.



SYSPRO were so impressed with Bollin Green's work that they commissioned a telemarketing campaign to recruit new SYSPRO partners in the UK.

Kevin explains that “whilst the process is just starting, I have confidence that the team at Bollin Green have the industry knowledge to add value in our partner recruitment activity”.

Today, Bollin Green support Kevin and SYSPRO in two strategic UK areas: brand-owned lead generation, and identifying new partners. “We’re currently focusing on manufacturing for sales growth, which is proving successful – a one to ten opportunity hit rate”, explains Kevin.

As for B2B telemarketing, Kevin believes that there's no replacement. “It perfectly complements digital marketing and is the final puzzle piece to closing deals and growing sales, in my opinion”, Kevin adds.

The collaboration is going from strength to strength. By working as an extension of SYSPRO, Bollin Green generate a significant number of high-value leads spanning specification, shortlisting and Request for Quote stages, in addition to raising awareness of the SYSPRO IP.

With ERP opportunity only increasing as manufacturing and supply chains seek to become leaner, smarter and better connected, both parties are excited for what the future holds.

“You get real people, real feedback and real intelligence.”

Bollin Green's exceptionally detailed lead sheets and reporting make this intelligence easy funnel into strategy. And because we have one representative managing our pipeline, you trust the context will be accurate.”

