

Lead Generation for a Leader in Worldwide Business Communications

---

An IDC Consulting Client Success Story from the Customer Outreach and Sales Enablement Practice Area

---

Client Challenge – With 10,000 employees in 165 countries and $3 million in revenue, this client needed to gain a deeper understanding of key customer needs & requirements in order to develop a more focused marketing strategy. They also needed to identify and develop business opportunities amongst CIOs/CFOs within Global 2000 organizations. Finally, the client wanted to create thought leadership material around emerging trends in outsourcing.

IDC Consulting Proposal / Methodology – Over 350 telephone interviews were conducted with CIOs, IT directors, and CFOs at Global 2000 organizations. The questionnaire was designed to gain a better understanding of the needs & requirements of these potential customers, since the information gathered would help to better position and communicate the client's value proposition. The project would then conclude with a white paper written around and supported by the research findings, with press releases developed in collaboration with IDC.

Results – The research findings were utilized to support the client's global outsourcing PR initiatives, including media relations, roundtable discussions, events & marketing campaigns. IDC key findings & recommendations were used for wider marketing communications, internal & external presentations:

- 68 respondents agreed to direct contact by the client (lead generation).
- 303 wanted a copy of the report, driving traffic to the client's website & increasing the possibility of collecting further leads.

IDC Consulting leverages the **trusted** research and analysis of IDC – the premier global provider of market intelligence, advisory services, and events for the information technology industry – to deliver fact-based, actionable advice on all phases of market strategy. With a worldwide perspective, product and service market depth and breadth, and proven **methodologies**, we offer unmatched **expertise** and a superior knowledge of today's marketplace challenges. Our technology and industry analysts join our experienced consultants on a project team with a **commitment** to delivering proprietary conclusions and recommendations that will make you more successful.

To learn more about IDC Consulting, visit us online at **www.idc.com/consulting**, call **1-508-872-8200**, or e-mail **idcconsulting@idc.com**.