

## Customer Case Study



### The Company

MessageOne's business continuity software protects critical systems, data, and people for companies that need to ensure that information technology is resilient, dependable, and always on.

MessageOne products ensure that more than a 1,000,000 users at leading companies around the world have continuous access to the systems, data, and people they depend on to drive their business. For example, MessageOne's Emergency Messaging System is an affordable stand-by email system that provides guaranteed email continuity in 60-seconds when an email outage occurs. Likewise, MessageOne's AlertFind provides business and crisis management administrators the ability to quickly, securely, and reliably distribute critical information in real-time to employees and constituents during a crisis or disaster.

MessageOne has become one of the fastest growing software companies by providing business continuity products that make business sense.

### The Challenge

With the rapid growth that MessageOne is experiencing, they needed to quickly implement tools to help them maintain their valuable and expanding customer data.

MessageOne started by implementing salesforce.com, which provides the market leading on-demand CRM solution. Salesforce.com was an obvious choice for the Company because of its ease of use and swift implementation.

Having passed the hurdle of finding the right CRM application, MessageOne now faced the issue of getting and maintaining the right data in salesforce.com.

Some of the challenges that MessageOne faced included:

- Users would not widely embrace salesforce.com if it required a lot of data entry without time saving to help them close deals.
- Sales teams were required to spend too much time conducting online research to complete the lead qualification process.
- Membership to multiple online data services (like Hoovers and OneSource) was expensive for MessageOne to maintain.
- SIC codes, company revenue, and corporate hierarchies would improve marketing's ability to report by industry or strategic accounts. However, it was too time consuming to find and manually enter this data into salesforce.com.

Paul D'Arcy, the VP Marketing, joined MessageOne following the salesforce.com launch. He knew that the main ingredient for the company's success with SFDC would be based on getting everyone to use the application. This meant improving these data quality challenges...quickly.

### The Solution

D'Arcy reviewed several options for addressing the Company's data quality issues. He found that the most comprehensive solution to meet their needs was InsideScoop's Customer Connection service.

Customer Connection was first rolled out to the MessageOne sales team. They use this service, integrated within SFDC screens and workflow, to view and save new lead, account and contact records.

A key feature that D'Arcy felt was important is that Customer Connection leverages the Dun & Bradstreet (D&B) DUNS # as the unique account ID and data standard for searching for all account and contact data. D&B has the broadest coverage of company data globally given they manage 80M DUNS #s.

"Customer Connection is launched within the salesforce.com screens so our users can match a company name to a DUNS # in real-time," explained D'Arcy. "Sales users can also view the D&B profile data as well as contact records, news

and SEC documents. They can then save the account and contact data they want directly into salesforce.com.”

This is not only a tremendous time saving, but gives MessageOne a level of data that they could not have captured before.

“We were previously looking at subscriptions to multiple expensive data services to get what we can have direct access to with InsideScoop,” explained D’Arcy. “InsideScoop provides one stop shopping of the data, software, and services we need for a complete solution, but all for an affordable monthly subscription fee.

MessageOne can also be confident in the reliability of Customer Connection in the salesforce.com environment. Customer Connection is sForce Certified against the SFDC API so the service is blessed by salesforce.com.

### The Result

- Rapid roll out.
- Eliminated manual data entry into salesforce.com.
- Sales users are now able to build corporate hierarchies.
- Marketing has immediate access to more complete customer data for improved marketing reporting.
- Eliminated entering duplicate leads and accounts using the DUNS #.

**InsideScoop** is a leading provider of data lifecycle management solutions for Salesforce.com. The data lifecycle cycle begins with merging, deduplicating, and enriching records into Salesforce.com using Customer Cleanse™ when first deploying Salesforce.com, or periodically while in production. Next, Customer Connection™ is integrated into the Salesforce.com screens so users view the latest Internet based data about their Leads, Accounts and Contacts at their fingertips with easy means of saving desired data directly into Salesforce.com. Customer Connection covers over 40M million global companies and their contacts through integration to leading data providers like Dun & Bradstreet and idEXEC.

If you are trying to gain deeper account insight with corporate hierarchies, contacts, revenue, employees and SIC codes, then give us a call. With InsideScoop you can be confident in your data. The result is increased revenue through improved sales and marketing productivity.

To learn more, visit [www.insidescoop.com](http://www.insidescoop.com), email [sales@insidescoop.com](mailto:sales@insidescoop.com) or call (650) 345-8600.

- Heavy use of SFDC and Customer Connection make the CRM project a success.

D’Arcy and the sales team are pleased with their decision to go with InsideScoop. Sales users are no longer spending time copy and pasting data into SFDC. Instead, they get all of the research they need for companies and contacts right at their fingertips. They are also starting to build up the corporate hierarchies of strategic accounts with whom they are achieving success.

D’Arcy is now also able to get the marketing data he needs automatically because sales users are saving profile data into salesforce.com in real time.

An added benefit for using Customer Connection and the DUNS # as the MessageOne account data standard is the elimination of duplicate leads and accounts from being entered into SFDC. Customer Connection warns a user if a new lead or account already exists within SFDC to prevent duplicate entries.

Finally, because the sales team is now heavily using and benefiting from SFDC and Customer Connection D’Arcy is confident that he has a successful CRM project on his hands.