



## The Client



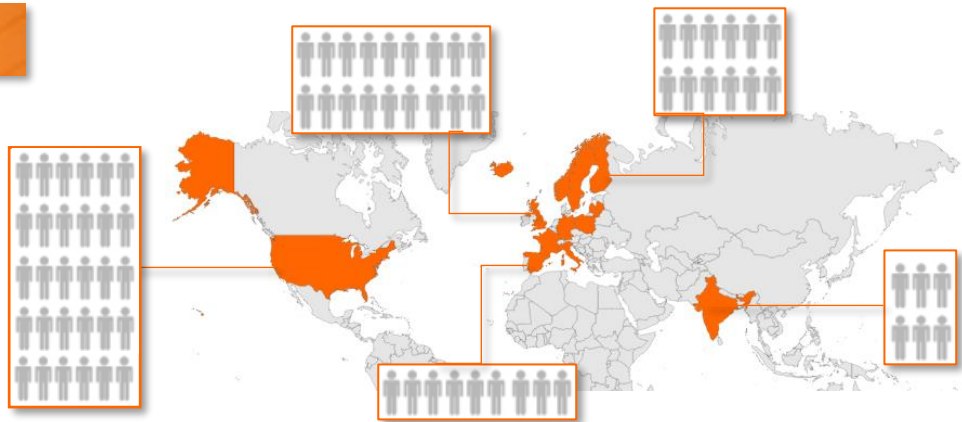
- Microsoft Global No1 CA LSP Winner 2014
- Microsoft Global No1 SAM Partner 2013
- Top 10 Global LSP/LAR
- Top 3 Global SPLA Partner

Crayon Group are the global leader in software asset management (SAM), cloud and volume licensing and associated consulting services and are trusted advisors to many of the globe's leading organisations.

Through our unique people, tools and systems we help optimise our client's technology estates within the new hybrid cloud world.

## Their Brief

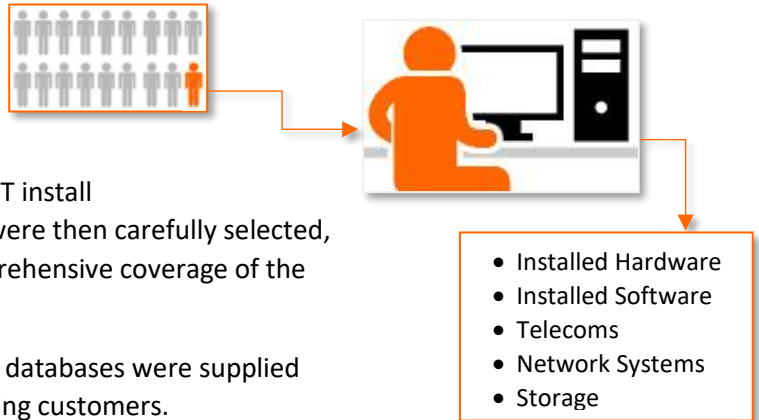
Intermedia Global was commissioned by Crayon Group to build prospect databases across multiple countries that would be used for lead generation and to build prospect pipelines for Crayon Group's clients; Microsoft, Oracle and SAP.



## Our Solution

Intermedia Global carried out all target market research & collated data from multiple data sources, then overlaid the IT install intelligence at site level. A hierarchy of IT decision makers were then carefully selected, offering multiple relevant contacts per site ensuring a comprehensive coverage of the prospective universe.

This enabled specific targeting by telephone and email. The databases were supplied by Intermedia Global as single source databases net of existing customers.



## Results



Lead generation pipeline estimated to be around \$25m off the back of this project.

### Ashley Gatehouse, Chief Marketing Officer:

*I have been really impressed with the work Intermedia Global has carried out for us; they understood and interpreted the various briefs really well. They have excellent knowledge of the IT and telecoms market place and have access to all the associated global data sources that were required to carry out our campaigns. In addition, the data processing and service levels both during and after the projects were excellent and we will have no hesitation working with them on our next IT Client projects.*