

Challenge:

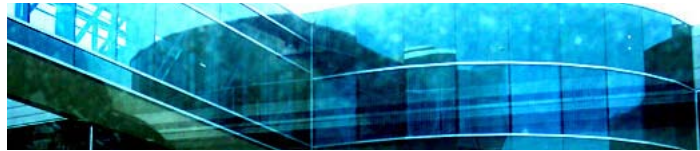
Generate leads and build market awareness with limited resources for outbound marketing and lead management

Solution:

Automated platform for sending targeted email campaigns, capturing responses, and directly feeding leads to the sales force automation system

Results:

Dramatically reduced infrastructure costs and increased efficiencies of sales lead management processes



RSA Security Reduces Cost of Sales Lead Generation and Management Markets More Efficiently and Effectively with Email Automation

Challenge

Generate and Deliver Qualified Sales Leads Efficiently

“We have seen dramatic cost savings in the past few years by implementing Responsys. And we got a lot of additional bandwidth to do more marketing with existing resources. Responsys is definitely key to the success of our marketing efforts here at RSA Security.”

RSA Security, a leading provider of Identity & Access Management solutions for enterprise, is working to build and maintain a leadership position in the marketplace. They face a dual challenge: identify qualified prospects for the sales group and build positive awareness in the marketplace — all with limited resources for outbound marketing campaigns and lead management infrastructure.

“We needed to make our e-marketing process more efficient.” said Michael Veit, Direct and Database Marketing Manager at RSA Security. “We send out as many as six different email campaigns per week and have to efficiently coordinate different campaigns to different segments of our database. And, we needed to automate and improve the process of delivering the leads we generate to the sales group.”

“Also, we were looking to improve the user-friendliness of our Web forms in order to make it faster and easier for our prospects to respond to our programs, which in turn boosts our response rates and overall lead-generation results.”

Solution

Streamlined Processes through Email Marketing Automation

After a competitive review of the marketplace, RSA Security chose Responsys Interact®, a robust, flexible email marketing automation solution, which provided the sophisticated, advanced functionality the marketing team was looking for.

Responsys' online marketing platform allows RSA Security to send targeted email campaigns, capture responses, and then automatically feed the leads to its sales force automation system. In addition, Responsys Interact hosts RSA Security's marketing database, allowing them to drive campaigns centrally, providing high efficiency. "Responsys helped us integrate Interact with our Siebel system, which automated our lead management and outbound marketing processes."

Results

Dramatic Reduction in Lead Management Costs, Greater Efficiency

RSA Security realized a dramatic reduction in costs related to lead management systems and maintenance of their marketing database by using Responsys Interact. "We were able to dramatically reduce our lead management infrastructure spend. And we got a lot of additional resource bandwidth to do more marketing with existing resource."

"A large portion of the leads we deliver to our sales group are from email campaigns we drive out of Responsys," commented Veit. "Also, all of these leads come to us by way of web forms we have hosted on Responsys."

"Responsys has provided a powerful, flexible solution that has allowed us to automate much of our lead management processes," said Veit. "We have seen dramatic cost savings in the past few years by implementing Responsys. Responsys is definitely key to the success of our marketing efforts here at RSA Security."

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