

MEGA INTERNATIONAL

Increased Pipeline with Miinfotech Services at Reduced Cost

THE BUSINESS PROBLEM

MEGA International has been facing challenges in procuring the targeted business list for their sales and marketing process. MEGA was looking for a research partner to research targeted list of prospects to build a great sales pipeline for their enterprise architecture solution for digital transformation. In addition, they wanted the vendor partner to provide research services for different countries which were non-English speaking countries. They were spending a considerable amount of time in target lead research instead of focusing on building pipeline and closing deals.

MIINFOTECH LEAD RESEARCH SERVICE

Miinfotech Lead Research Service was the best fit for the type of problem MEGA has been facing. The engagement started with couple of project for Singapore and then the partnership grew to the entire APAC region. Miinfotech researchers have been assisting MEGA with the best leads in the entire APAC region. The partnership included the research of highly focussed job titles that would be interested to talk for deploying MEGA solutions.

DRIVING ENGAGEMENT

Miinfotech helps MEGA access decision-maker profiles with complete set of information like location, direct email, job title, department and phone no to reach out to them directly and bypass gatekeepers. Thus, saving a lot of time in reaching the right person.

ABOUT MEGA INTERNATIONAL

MEGA International is a global software firm helping companies manage enterprise complexity by giving them an interactive view of their operations. Executives gain the visibility and information they need to make the right choices for effective governance and for striking the right balance between capacity for innovation, cost optimization, and risk management. Backed by HOPEX software and MEGA services, companies can boost business and IT agility in today's disruptive business environment.

Customer Profile

Website: www.mega.com

Industry: IT Software

Country: Singapore

Service: Lead Research

"WE ARE A ONE-STOP SOLUTION FOR BUILDING RELEVANT AND ACCURATE B2B CONTACT DATABASES TO HELP YOU ENHANCE RESPONSE, EFFICIENCY AND EFFECTIVENESS OF YOUR MARKETING & SALES INITIATIVES."

~Miinfotech

"We are pleased and satisfied by Miinfotech services, ready to do more business with you soon..."

~ MEGA International