

IT Deal Alert™ Qualified Sales Opportunity Case Study

Innovative software company, seeking new ways to create new sales pipeline faster and more efficiently, turns to IT Deal Alert to uncover highly-qualified opportunities

The marketer

Moka5 fundamentally transforms enterprise end-user computing. The M5 platform creates a highly-elastic enterprise perimeter where consistent user data and applications are delivered as simply-managed and highly-secure workspaces to popular end-user devices.

The challenge

Based upon very positive early customer feedback, Moka5 realized its solution met the security, flexibility and IT management needs of large enterprises. In order to effectively market to enterprise companies, Moka5 made it a priority to find new ways to address larger prospects. To shorten the selling cycle, the company focused its marketing and sales efforts on well-qualified opportunities.

The solution

Moka5 teamed with TechTarget as an early adopter of IT Deal Alert, a breakthrough marketing and sales development tool that provides marketers with alerts on active technology deals in uniquely targeted market segments. IT Deal Alert offers an innovative blend of sophisticated data mining, and predictive analytics with personal follow-up to enterprises whose activity profile indicates a high likelihood of an immediate opportunity.

The result

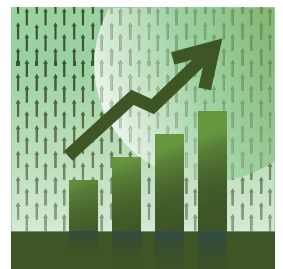
To date, Moka5 reports approximately 12% of their “discovery calls” from IT Deal Alert reports have resulted in specific decision-makers being identified and new opportunities logged into their CRM system. Additionally, the company expects that about 12% of these discovery calls will close within 12 months. Finally, Moka5 determined that using IT Deal Alert helped to trim the enterprise sales process by 2-4 months, by allowing their sales organization to focus more on prospects with well-defined, funded projects with near-term buying horizons.

The client’s point of view

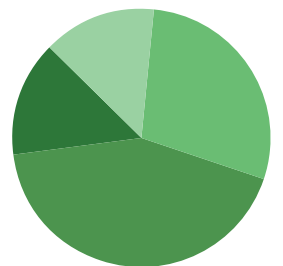
“The value of IT Deal Alert was clear, because we could tell our salespeople which accounts are in the process of making technology-buying decisions. It has given us indicators that someone is looking for our type of solution today.”

— Kris Bondi, Vice President, Marketing, Moka5

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Where serious technology buyers decide

Identifying and Presenting Qualified Pending Purchases

Based on research conducted at Stanford University, M5 platform delivers a fully-encrypted and managed workspace to end user devices, laptops, notebooks, and desktops with the simplicity of an app. Because it is fully isolated from the host device, it protects corporate data, business apps and network shared files from data leaks and malicious viruses and malware. In addition, Moka5 enables critical data to follow the user as they work across different locations, networks, and devices without having to manage the underlying hardware –saving significant cost and time, while ensuring productivity.

“To date I have not seen any service in the marketplace that compares to what IT Deal Alert provides. This product bridges the gap between the intelligence online publishers have and a core need of a highly-functional sales and marketing machine.”

— Kris Bondi, Vice President, Marketing, Moka5

The M5 technology provides an untethered, device-aware and secure access method on both public and private networks, enabling centralized management of image and policies, and single-click recovery from malware and viruses. M5 enables both online and offline access and requires significantly less management overhead than legacy VDI or mobility solutions, while being vastly more secure than cloud-based file sharing.

In its initial years of business, Moka5 achieved a good measure of success primarily by focusing on smaller and midsize customers that wanted to simplify their end-user computing environments without outspending their tight budgets or burdening their small, stretched IT organizations. M5's simplified management enables IT to provision, deploy and set over 130 compliance policies from a central console. Although small and midsize organizations continue to recognize the value of Moka5, more recently global 100 companies have begun to leverage the Moka5's solutions to manage contractors,

BYOD/PC programs, BYO offshore development, and M&A IT integration. Even organizations with existing VDI installations are turning to the Moka5 for use cases where their existing VDI solution falls short.



Integrated Campaign

combining lead generation programs with IT Deal Alert



Used a combination of sophisticated data mining, predictive analytics and personalized follow-up to provide qualified sales opportunities



Where serious technology buyers decide

“In order to fulfill our vision, we knew we had to shift our mindset in how we attack the marketplace, said Moka5 Vice President of Marketing Kris Bondi. “For us, the big issue was figuring out how to jump-start our efforts with larger accounts. We knew our solution was a great fit, but we were well aware that enterprise accounts have a longer sales cycle, due in large part to the difficulty in simply identifying deals in process.” For Moka5, pinpointing the best opportunities meant finding situations where projects had actual funding commitments and “champions” who were actively researching solutions.

“IT Deal Alert makes sense because it provides us with confirmation of a potential real deal, not just a search but a verified plan to purchase.”

“We spend more time engaged with people who have decided they will purchase in a certain timeframe.”

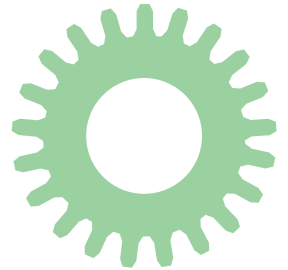
Moka5, which had been working with TechTarget for demand generation campaigns, learned that TechTarget had developed an innovative way to efficiently identify organizations that are planning to purchase within a 12-month period. IT Deal Alert had recently been developed and rolled out by TechTarget as a way to surface active technology deals across a variety of tech market segments.

Those potential deals are identified using a blended approach to prospect engagement. First, TechTarget uses advanced data mining techniques that combine an account’s activity across the TechTarget network of more than 100 different sites, such as online research, purchase intention studies, technology pulse surveys and event registration data. Then, TechTarget follows up directly with those prospects whose account activity

profiles predict the existence of an immediate project. This unique combination of data mining and personalized contact uncovers opportunities that are typically much further down the sales process than would otherwise be the case, thus significantly cutting the time required to find qualified sales opportunities.

Moka5 chose the full-service option of IT Deal Alert, which provides detailed BANT information of companies in their specific technology market segment that have indicated they will purchase within 12 months. More than 80 different market segments are available for selection under IT Deal Alert. A self-service option is also available in which customers receive a report of the Top 200 accounts in each segment, geographic region, vertical market or specific named accounts.

**IT Deal Alert,
a breakthrough
sales and
development
tool**



**Provided
Validation
for Moka5’s
opportunities
uncovered through
their own
processes**

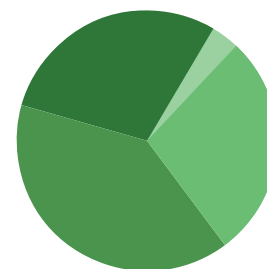
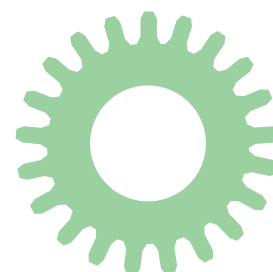




Where serious technology buyers decide

Moka5 opted to focus its efforts on the VDI market segment. Shortly after it began its first quarterly program, Moka5 saw tangible results. Bondi said about 12% of the IT Deal Alert report follow-ups have resulted in discovery calls and direct opportunities, helping them uncover potential projects and contacts they might not have already known about. To date, 12% of these discovery calls have met Moka5's requirements to be considered a qualified opportunity with specific project budget and timeframe.

"We believe if we can engage with a likely buyer instead of someone who is at the beginning of the education process, it removes between 2-4 months of the selling process," Bondi said. "That means that, although we need to address people at all stages of the education and buying process, we spend more time engaged with people who have decided they will purchase in a certain timeframe." She also states, "To date, I have not seen any service in the marketplace that compares with what IT Deal Alert provides. This product bridges the gap between the intelligence online publishers have and a core need of a highly-functional sales and marketing machine."



About TechTarget

TechTarget (NASDAQ: TTGT) is the online intersection of serious technology buyers, targeted technical content and technology providers worldwide. Our extensive network of online and social media, powered by TechTarget's Activity Intelligence™ platform, redefines how technology marketers view and engage technology buyers based on their active projects, specific technical priorities and business needs. With more than 100 technology-specific websites and a wide selection of custom advertising, branding, and lead generation solutions, TechTarget delivers unparalleled reach and innovative opportunities to drive technology marketing success around the world. To learn how you can engage with serious technology buyers worldwide, visit techtarget.com and follow us [@TechTarget](https://twitter.com/TechTarget).