

# CASE STUDY

## UNCOVERING NEW SALES OPPORTUNITIES IN A NICHE MARKET

"I was astonished to see HG Data **increase the size of our total available market** in the UK **by 22%**. What impressed me even more was the **accuracy of the data**. As someone who has been in this business for more than two decades and knows our markets very well, I've never seen any other data provider even come close to the results we've achieved with HG Data."



*Paul Yarwood  
Head of Applications Group  
Insightsoftware.com*

## TECHNOGRAPHICS HELP YOU FOCUS AND FIND NEW MARKETS

### THE CUSTOMER

Hubble is an integrated suite of business performance management apps from [insightsoftware.com](https://insightsoftware.com). It offers business reporting, analytics, and planning in a real-time solution that seamlessly works with market leading ERP systems.

### THE CHALLENGE

Insightsoftware.com operates in a market focused on delivering business performance management apps for JD Edwards and Oracle E-Business Suite ERP systems. The company has worked in this niche market for nearly two decades and has built extensive profiles on their current and potential customers.

Given insightsoftware.com's experience, and the fact that not many companies change their ERP systems, means that uncovering and engaging with new customers is a difficult, yet critical, new business need. The company also seeks to validate the technology landscape of its current and prospective customers so that it can develop marketing programs and messages that are timely and relevant.



### THE SOLUTION

#### Dataset/Products

- **HG Data Technographics for Financial Applications**

#### Benefits

- **Uncovers new customers (22% in UK alone)**
- **Helps validate prospect lists in Salesforce to ensure that sales and marketing target the right accounts**
- **Provides better understanding of the SAP ERP market, helping teams define more effective outreach strategies**

# THE TRUSTED LEADER IN TECHNOGRAPHICS

## WHY HG DATA WAS CHOSEN

Insightsoftware.com chose HG Data for the following reasons:

- HG Data provided the most accurate data source the company had ever tried
- A consultative and flexible approach that allowed the company to customize HG Data's solution to meet their exact needs
- Integration with Salesforce.com

## BUSINESS BENEFITS

- Grew new accounts in the UK by 22 percent, which led to program expansion to North America
- Enabled insightsoftware.com to get a thorough understanding of the SAP ERP market so they could develop more effective outreach strategies
- Technographic insights allowed the sales and marketing teams to develop highly targeted messaging that addressed key customer pain points, which led to much better engagement and results from their inbound and outbound programs

## ABOUT HG DATA

HG Data uses advanced data science to deliver actionable insights that give B2B companies the competitive advantage they need to succeed. The best-in-class leader for accurate technographics, based on machine learning and advanced data science, HG Data provides B2B marketers with better intelligence to increase their ability to analyze, segment, and speak to their target markets, while innovative OEMs use our information to enhance and differentiate their product offerings. Our proprietary processing platform continuously analyzes billions of documents to curate a comprehensive and unparalleled business intelligence library of the software and hardware that companies use to run their business. HG Data delivers precision targeting at scale.



OVER  
**83,000,000**  
TECHNOLOGY  
INSTALLATIONS



USED AT  
**12,400,000**  
COMPANIES  
GLOBALLY



OF  
**8000+**  
TECHNOLOGY  
PRODUCTS



MANUFACTURED BY  
**4000+**  
TECHNOLOGY  
VENDORS



VERIFIED BY  
**369,000,000**  
DISTINCT DATE  
STAMPS

To learn more about how HG Data can provide you with the technographics you need, visit [www.hgdata.com](http://www.hgdata.com).

