

# CASE STUDY

## INTACCT IMPROVES SALES FOCUS AND CLOSE RATES

“We had been disappointed by the quality and timeliness of other data sources, so when I was first presented with HG Data, I was extremely skeptical. We started with a small dataset so that we could validate its accuracy. **The data drove some quick sales wins for us and soon my entire SDR team was asking for more.** The information was so useful and accessible, it became a no-brainer to purchase more.”



*Wanda Pansky  
Senior Director of Sales Development,  
Intacct*

## TECHNOGRAPHICS HELP SDRs IDENTIFY BEST PROSPECTS FOR FASTER CLOSE RATES

### THE CUSTOMER

Intacct is the innovation and customer satisfaction leader in cloud ERP software. Bringing cloud computing to finance and accounting, Intacct’s innovative and award-winning applications are the preferred financial applications for AICPA business solutions.

### THE CHALLENGE

Intacct first started working with HG Data to help it successfully penetrate mid-market customers—companies with 150 or more employees. With a prospect list of more than 70,000 customers, it became clear that Intacct needed a way to prioritize which companies it should target first.

They knew that accounting/ERP solutions were replaced every 7-10 years. But in many cases, Intacct sales development representatives (SDRs) didn’t know what systems the prospect had or whether management understood and welcomed the advantages of a cloud-based ERP platform.



### THE SOLUTION

#### Dataset/Products

- **HG Data Technographics for Financial Applications**
- **HG Focus Chrome extension**

#### Benefits

- **Allows sales team to quickly identify ideal customer – prospects using legacy ERP systems or SaaS products**
- **Enables SDRs to develop right messaging for phone calls and e-mails**
- **Keeps reps focused on right accounts leading to faster close rates**

# THE TRUSTED LEADER IN TECHNOGRAPHICS

## WHY HG DATA WAS CHOSEN

HG Data uses a unique and proprietary methodology to deliver comprehensive B2B tech install intelligence, providing Intacct with high quality and highly granular data for sales outreach. Intacct chose HG Data technographics because they delivered the following benefits:

- Comprehensive and current technology install data
- Easily accessible information to the SDRs from within Salesforce
- Monthly technographic updates that keep the data fresh

## BUSINESS BENEFITS

- By using HG Data, Intacct became significantly more efficient at developing the right message for each prospect or existing customer
- SDRs now ask better questions to diagnose the customer's challenges, leading to a dramatic reduction in time to opportunity and an improved sales close rate
- Intacct has much better sales planning because it has a clearer understanding of its total available market (TAM) and the market make up

## 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  
**88,000,000**  
TECHNOLOGY  
INSTALLATIONS



USED AT OVER  
**13,000,000**  
COMPANIES  
GLOBALLY



OF  
**7,500+**  
TECHNOLOGY  
PRODUCTS



MANUFACTURED BY  
**3,800+**  
TECHNOLOGY  
VENDORS



VERIFIED BY  
**240,000,000**  
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).

