

Egnyte Customer Case Study – The Vanella Group, Inc.

Background

The Vanella Group, Inc. is the premier expert in telesales-based lead generation solutions for enterprise technology companies. Led by Founder and CEO, Mari Anne Vanella, her 10-person team uses a proven marketing methodology called Response Account Development™ to identify opportunities for high tech companies, such as Sun, SAP, HP, and a number of enterprise technology providers.

The Vanella Group generates comprehensive sales leads including in-depth reports and data for each client. Because clients must have access to the information to act upon it, data management, collaboration and security are essential to Vanella Group's success.

The Vanella Group Business Challenges

The Vanella Group's clients are all over North America and the staff works in remote locations across the country. Data access and sharing for team members and clients is critical to their success. The team generates leads for clients. They then work closely with their clients' sales teams, which can range from ten to hundreds of people to maximize those leads. Most clients use a Customer Response Management system (CRM)

While the Vanella Group was generating great leads for its clients, the client's internal teams would have difficulty in viewing information easily even when it was uploaded to their CRM system. Clients would have to drill down several levels to get to the Vanella reports, and the updates were getting lost in the shuffle of all the other non-Vanella Group information.

The Vanella Group needed a collaborative file sharing solution, but was hesitant to take the plunge due to a variety of factors including adoption of clients to an additional system, time required to learn another solution internally, and making a change to the existing process which could add too many cycles and end up being burdensome. They had tried collaborative solutions in the past and found that they were difficult to adopt and took a lot of time to get up and running.

The Solution

In January 2008, Mari Anne Vanella, selected Egnyte's On Demand File Server solution after a recommendation from a colleague. Vanella was pleased that the team did not have to learn a new technology, and they were up and running in minutes.

The Vanella Group easily sets up separate folders for each of their clients on the Egnyte Server. With Egnyte, privacy of information across clients is guaranteed and one client

cannot see anything other than their assigned folders. Clients can access their files very easily using a web browser. Clients access lead profiles from their shared folders, which has made it easier to get primary information about prospects. Results are also more accessible which clearly demonstrates the high value of the Vanella Group's work. Client adoption was painless, and Egnyte has provided a way to view data easily without all the complexity of CRM reporting layers.

Key Benefits

- Clients have easy, top-of-mind, access to critical sales material
- Easy-to-use service requires virtually no training time for staff or clients
- Privacy of client data; complete control over access to folders so there is no risk of compromising data.
- Excellent customer service that provides fast trouble shooting when needed

Mari Anne Vanella sums up her experience with Egnyte in this way:

“We are experts at sales development and needed to make sure our efforts did not get diluted within information that was not easily accessible or identifiable. We deal exclusively with high tech companies so we fully understood the value of data capture and sharing but were challenged with finding an easy way for our clients to view their information quickly and securely. Egnyte offered the service and features we needed without the time consuming learning curve we experienced with other collaboration tools.”