Vendisys®

> "The advantage of Vendisys' referral-based email marketing against other campaigns is the strong link to the key decision makers that you get based on the referral of a senior executive."
>
> — Matthias Rothkoegel, Manager of Demand Generation EMEA, Pillar Data Systems

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About Pillar Data Systems

Pillar Data Systems, an Oracle Company (NYSE: ORCL), is a leading provider of innovative and highly scalable SAN Block I/O storage systems that provide exceptional performance-scaling characteristics with patented Quality of Service.

The Challenge

When Pillar opened its EU office in 2009, it faced an uphill battle to build brand awareness in a vertical dominated by giants like EMC, NetApp and IBM. Despite its Oracle credentials, Pillar still had to earn the trust of key influencers and decision makers in its target accounts. The marketing team had launched several initiatives to gain traction, but they would take time to bear fruit—and ROI. The company needed a solution that would deliver immediate, actionable results.

The Solution

Pillar's US team, who was working with Vendisys and seeing great results, recommended Vendisys to their EU counterparts. But Matthias Rothkoegel, Manager of Demand Generation in EMEA, was skeptical of Vendisys' approach. Sending emails to senior executives and asking for a referral might work in North America, but Europe was an entirely different ball game…or so he thought.

The Results

To the EU team's surprise, the Vendisys campaign was a resounding success. Over 90% of the PALs (Powerful Actionable Leads) Vendisys delivered in Germany and Switzerland agreed to a meeting, and the majority of those leads resulted in sales opportunities. The UK results were similarly successful, with more than 50% of PALs entering the pipeline immediately and 70% resulting in meetings. The direct feedback from referred contacts was also positive, with most finding the approach unusual but refreshingly less invasive than traditional e-marketing approaches.

Vendisys' referral-based strategy made Pillar's EU email marketing campaign a long-term success, continuing to convert leads into opportunities long after it ended.

RESULTS BY THE NUMBERS ⟩⟩⟩

70% of leads generated in the UK resulted in meetings

90% of leads generated in Germany & Switzerland resulted in meetings