

# PILLAR

## CASE STUDY



SUPERCHARGED GROWTH, POWERED BY AI

# PRESENTATION OVERVIEW

## POINTS OF DISCUSSION

- ABOUT THE CLIENT
- LEAD GENERATION - BEFORE VENDISYS
- THE CHALLENGE
- THE SOLUTION
- THE RESULTS
- CLIENT TESTIMONIAL
- LET'S CONNECT



**"IF YOU HARNESS THE  
POWER OF INNOVATION,  
YOU'LL CONVERT SALES  
COMPLEXITY INTO A  
BRUTAL COMPETITIVE  
ADVANTAGE."**

**- UNKNOWN**



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# ABOUT



ORACLE®

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.

## CLIENT STORY

# 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 STRATEGY

## WHAT WE DID

Pillar's US team, who was working with Vendisys and seeing great results, so naturally they 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 proof is in the numbers! Our turnkey campaign setup and intelligent agent "EMY" won over the European market with ease.



## WHO IS EMY?

EMY, our cloud-based, AI-driven email prospecting assistant, spends her days (and nights too — this girl never sleeps!) identifying, engaging and converting the right decision-makers for our client's specific line of business into PALs® and delivers them to your inbox or CRM.

## POWERFUL ACTIONABLE LEADS (PALS)

PALs® are powerful because they're influential decision-makers, and actionable because they come to you ready to take the next step. EMY works hard at filling our clients' sales funnel with a steady stream of PALs®



# 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

A space shuttle is shown launching from the bottom center, ascending towards the top. The shuttle is white with orange and black boosters. It is surrounded by a large, glowing red sphere that occupies the middle section of the image. The background is a dark space with stars and a blue horizon line at the bottom.

50%

PIPELINE INCREASE

70%

OF LEADS GENERATED  
IN THE UK RESULTED  
IN MEETINGS

90%

OF LEADS GENERATED IN  
GERMANY & SWITZERLAND  
RESULTED IN MEETINGS



# WHAT OUR CLIENT SAYS...



MATTHIAS ROTHKOEGL  
MANAGER OF DEMAND  
GENERATION EMEA,  
PILLAR DATA SYSTEMS

“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.”



# WILL YOU BE OUR NEXT CASE STUDY?

Schedule Your Demo Today!

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