

CASE STUDY:

Manticore Technology Boosts Revenue & Delivers Solid Investment ROI for Intellitactics

THE BUSINESS NEED

Intellitactics provides a suite of complementary security incident and event management (SIEM) products, including Intellitactics Security Manager – the optimal enterprise security management solution – and Intellitactics SAFE, a new family of security management appliances. Founded in 1996, Intellitactics serves global companies in many vertical segments and civil and defense related government agencies. Intellitactics is respected by industry analysts as a market leader known for product development, delivery and thought leadership.

Recently, the company decided to take their marketing process to the next level with a new demand generation software platform.

Like many growing companies focused on cost and efficiency, Intellitactics wanted an application that would be affordable and easy to use. More importantly, they needed a solution that would deliver a clear, solid ROI from their marketing investment in terms of improved lead conversions and increased sales.

“We’re a relatively small marketing organization,” explained Michaela Dempsey, Director of Marketing at Intellitactics. “We have to show management exactly what we’re getting back from any program or campaign we undertake.”

For Intellitactics, ROI for the new solution would also involve streamlining their conversion process. “At the time, acquiring new customers simply meant more of everything,” Dempsey recalled. “More activity, more content, more engagements and more leads – all costing more money.” She added, “We really needed a better way to leverage our resources, at some point more isn’t better. And because we have a small team we needed an automated solution that didn’t require constant care.”

THE EVALUATION

During the summer of 2007, the marketing team began a careful evaluation of demand generation solutions and arrived at a short list

of offerings from Eloqua, VTrenz® and Manticore Technology™. The team quickly noted that only Manticore Technology offered both the price and functionality that they needed.

“Manticore was the only solution of the three that had a drag-and-drop capability to build multi-touch marketing campaigns. That was a huge plus,” said Dempsey. “Also, the application was affordable, simple to install and very easy to learn”.

KEY FINDINGS

Investment in Manticore Demand Generation Delivers:

- Breakeven ROI in two months
- 171% increase in qualified leads
- 30% decrease in length of sales cycle

THE SOLUTION

In January, 2008, the marketing team integrated Manticore Technology with their existing salesforce.com solution to create a comprehensive demand generation platform. Dempsey explained that since Manticore Technology is software-as-a-service (SAAS), implementation was very simple and straightforward. Integration with salesforce.com was just as easy.



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Dempsey is happy to report that in terms of higher conversions, increased revenue and breakeven ROI for their investment, the results with Manticore Technology have exceeded their expectations.

Intellitactics has experienced increased year-over-year revenue. This includes many new customers traced directly to campaigns created with Manticore Technology within months of implementation. Breakeven ROI for the investment in the Manticore Technology platform was achieved in two months.

“When it came to choosing an affordable, capable demand generation product, Manticore was the hands-down winner.”

Michaela Dempsey, Director of Marketing, Intellitactics

At the same time, the marketing team has increased the number of leads passed to the channel. Dempsey explains: “At Intellitactics, the measure of marketing success is the percentage of qualified leads that move from opportunities into active sales cycles. Last year the number was 35.7%. With the addition of Manticore, we are passing an increased number of qualified leads – 58% have moved from opportunity to an active sales cycle.”

Dempsey also noted that the company has seen a 171% increase overall in qualified leads, as measured by the number of leads accepted by sales and entered into the active pipeline. “We find the Manticore scoring let’s sales focus valuable time on the most qualified leads. By reviewing the types of engagements a suspect has had with us, we can develop an intelligent first approach and look smart to a new prospect,” explained Bill Rucker, the Director of Public Sector Sales for Intellitactics.

“The Manticore solution has been amazing,” said Dempsey in conclusion. “The support professionals are truly great to work with, and the product itself has the features we need to increase sales while improving our marketing process from beginning to end.” She added, “Overall, our investment in Manticore has definitely paid off – and continues to justify itself every quarter.”

ABOUT MANTICORE TECHNOLOGY

Manticore Technology is a market leading on-demand lead-nurturing solution. Manticore Technology enables marketers to effortlessly move sales prospects through the pipeline and feed their sales team invaluable insight in the interests of each lead, thereby reducing sales cycles, increasing productivity, and driving revenue for an organization. Manticore Technology has more than 60 enterprise customers, including, International Truck, Jaspersoft, Riverbed Technology, Sharebuilder 401(k) and Xactly Corp. Headquartered in Austin, Texas, Manticore Technology is a privately funded company. For more information visit www.manticoretechnology.com or call (512) 241-3780.



ABOUT INTELLITACTICS

Headquartered in Reston, VA, Intellitactics provides a suite of complementary security incident and event management (SIEM) products for organizations of all sizes. Well-known as the provider of Intellitactics Security Manager, the optimal enterprise security management solution, Intellitactics has expanded its product leadership with a line of security management appliances, Intellitactics SAFE. The combination of the appliances and software products underscores Intellitactics product leadership in providing solutions for log management, compliance, threat management and incident response to every organization regardless of size or purchasing power. For more information, visit www.intellitactics.com.

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