

# Enterprise Marketing Software Leader Combines Artesian Sales Intelligence with Salesforce.com for the perfect punch

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## Challenge

If you are a leader in your space, how do you continue in the relentless drive for new business in a highly saturated and competitive market? The answer is to intimately know that market so you can best estimate when your next customer is ready to buy and to quote Sun Tzu '**know your competition as well as you know yourself**'. How better to do that than to employ leading edge CRM technology combined with world leading sales intelligence?

As a leader in the Enterprise Marketing space this company has defined its market to the last customer including those of its competitors. Every customer is tracked and regularly contacted so the company knows when projects are most likely to happen.

But how do you deal with the challenge of keeping track of the myriad of information which is published on the internet which could indicate a customer is ready to buy or something has changed - \$10 an hour work for a \$250k a year resource if you don't turn to the power of automated search and surveillance which this company has done.

## Solution

That's where Artesian's Automated Search and Surveillance comes in populating Salesforce.com providing intelligence on tap for Inside Sales in sourcing and qualifying leads, for Field Sales preparing for valuable first meetings and continually qualifying forecasted deals and for Marketing and PR Professionals to fine tune marketing strategy and PR programs.

