

# Dell EMC—Data Profiling

## Case Study



### The client said:

“IRS has delivered exactly what we needed! The success of our marketing activities is directly related to the quality of our data and with the work that IRS have completed for us. We are now in a much stronger, and more competitive, position.”

### Client profile

EMC is a Fortune 500 company that is responsible for Dell’s capture solutions. It provides essential infrastructure for organisations to build their digital future and transform IT. The Information Intelligence Group (IIG) is responsible for their ECM and Capture solutions, boasting some of the industry’s best-known names in Documentum and Captiva.

### The campaign

Originally known for its storage offering prior to the acquisition by Dell Corporation, EMC has since become a world leader in information management. Whilst this change meant a more complete range of solutions for EMC customers, it also created marketing challenges in the transition. Many traditional EMC customers were storage responsables with little interest in ECM offerings. A strategic decision was taken to focus and refine the marketing programmes and data. IRSMarketing was engaged to deliver the realignment of marketing databases.

### The brief

Having analysed and re-structured EMC’s data to reflect the new targeting and allow the re-classification of contacts, IRS researched and created a master list of required new decision makers in all Dell EMC’s Named Accounts across EMEA. The brief to IRS was to undertake a ‘gap-analysis’ to understand which functions were missing, to use digital sources and then local language speakers to gather the required intelligence and to approach each organisation. The final step was to profile infrastructure and usage information relating to the EMC portfolio. The brief for each country was delivered by the EMC regional marketing lead to allow for any local customisation.

### What happened

Over the course of 2 years IRS provided detailed profile information on over 200 Key Accounts and identified and confirmed in excess of 22,000 contacts. During this detailed IRS investigation, over 50 additional sales opportunities were unearthed, a result that led to the widening of the brief to repeat this approach in each region. Dell EMC has now considerably increased its reach and is still able to actively market to the most relevant contacts, resulting in sales success and increased Return on Marketing Investment.



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