

Ping Identity - “Seamless” Teamwork Delivers Outstanding ROMI



Case study

The client said:

“The seamless working relationship between IRS and our sales teams has delivered outstanding results across EMEA.”

Director of Inside Sales

Client profile

Ping Identity provides a global authentication authority that make digital business initiatives more agile. Ping Identity solutions empower organisations to secure employees, customers, consumers and partners, using secure, open standards. It provides multi-factor Authentication and single sign-on.

The campaign

Ping Identity needed to develop a relationship with a marketing partner able to help grow their sales pipeline and respond to their EMEA inbound and outbound marketing needs.

The brief

Ping selected IRSMarketing for an initial three-month pilot to focus on qualifying inbound enquiries and to discover new business opportunities in outbound campaigns. Ping Identity granted IRS access to its Salesforce CRM system, allowing real-time response to the changing requirements of the business. This access would also permit a seamless sharing of information, as all communication records would be immediately visible by all the Ping Identity sales and marketing team, and vice versa.

What happened

Impressive results from the initial period led to an ongoing relationship targeting enterprises primarily in manufacturing, financial services and healthcare sectors. In a 6-months period, IRS doubled the expected sales pipeline achievement. A true partnership. IRS was able to demonstrate in-depth understanding of Ping Identity’s technology, and the ability to deliver multiple messages to prospects. A feature of this relationship is a strong IRS-Ping sales engagement, whereby sales are involved in marketing activity from an early stage.



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