

## Fast facts

### Client



### Sector

IT services

### Scale

Computacenter has a turnover of more than £1 billion

### Campaign objective

Identify individuals interested in new software licensing proposition and secure attendance at event

### Results

- Eight meetings with decision-makers at FTSE 350 companies
- More than 30 attendees signed up to event
- Database of 1,500 new contacts
- Predicted ROI of more than 400 per cent

**“The campaign will help grow our software licensing business and has provided us with a number of high yield opportunities.”**

*Bobbie Ttooulis,  
Head of Marketing for the  
Software Business Unit,  
Computacenter*

## Campaign identifies untapped contacts and new business for Computacenter

### The Client

Computacenter provides IT infrastructure services to businesses and government organisations across Europe. It helps customers, such as Abbey, EDF Energy and BT, maximise the business value of IT and minimise their costs.

The Group employs more than 9,000 people across a dozen locations in the UK and several European offices. The company is organised into seven dedicated business units, which specialise in different technology areas, including software licensing and managed IT services.

### The Business Driver

To help grow the revenue streams for these units, Computacenter has developed a range of specific service propositions and strategic campaigns.

At the end of 2006, the Software Business Unit (SBU), embarked on a campaign focused on mergers and acquisitions. As Bobbie Ttooulis, Head of Marketing for the unit, explains: “Many companies under-estimate the impact of a merger or acquisition on their software licence estate. We wanted to highlight the risks around compliance and the opportunities for achieving significant cost savings.”

The campaign combined an aggressive PR programme underpinned with targeted lead generation and a high-level strategic event in January 2007. “There were significant risks surrounding the campaign,” comments Bobbie. “We were breaking into new ground and wanted to position the brand and our software licensing expertise at a very senior level within high-profile blue chip companies.”

### The Challenge

To ensure it could reach the right people in the right companies, and secure attendees for its event, Computacenter turned to Fizz. As Bobbie explains: “We wanted to target all those companies that had been involved in a merger or acquisition over the value of £50million.”

Although Computacenter had a list of more than 640 companies, it lacked both the resources and accurate data to follow up these leads and qualify the sales opportunity. “Fizz has a good reputation for calling cold accounts at a very senior level.” adds Bobbie.



**“This was a complex campaign but Fizz exceeded our expectations. It provided a professional and courteous service that delivered real results.”**

*Bobbie Ttooulis,  
Head of Marketing for the  
Software Business Unit,  
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### **Campaign metrics**

- 1,557 calls made in the space of 23 days
- 278 target individuals contacted
- 75 requests for follow-up collateral
- 196 ‘warm’ leads to follow-up in the coming months

### **Interest areas**

- Lead generation
- Event organisation

### **Date published**

January 2007

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### **About Fizz.biz**

Fizz specialises in new business development services, which includes generation of sales leads and appointments in Commerce, particularly within the IT industry. We enable clients to increase sales pipelines and the effectiveness of their marketing activity.

## **The Campaign**

Following a five-day pilot to test response levels to the proposed event, Fizz embarked on a 23-day campaign, which involved making more than 1,500 calls throughout November 2006 to senior IT and business decision-makers.

Ensuring these calls were made to the appropriate individuals was just the beginning of the challenge for Fizz. As Bobbie explains: “The quality of the data was very poor, so Fizz had to skilfully seek out the key decision-maker at each company. Software licensing is also not a burning issue for many companies and there is often limited understanding of its relevance to M&A activities.”

Although finding attendees for Computacenter’s event was a key priority, the campaign was also designed to gather market intelligence, develop new contacts, and raise the profile of software licensing and Computacenter’s services. “Fizz was very quick to understand the campaign goals and our value propositions, which meant it was able to identify new leads effectively,” says Bobbie.

## **The Results**

Thanks to this understanding, Fizz exceeded Computacenter’s original objectives for the campaign by securing not only 35 attendees from 20 companies for the event but also eight appointments with target firms. “If just one of the leads identified by Fizz results in a sale, we will be looking at a 400 per cent return on our investment on the campaign,” comments Bobbie.

As well as identifying at least eight potential sales opportunities for Computacenter, the campaign has also provided the company with improved contacts. As Bobbie explains, “The campaign has helped open the door for our account managers at a very high level within these companies. We also have a new database of 3,500 prospects, which will help with ongoing business development initiatives.”

## **The Fizz Factor**

Achieving these results takes dedication and expertise. “Fizz has the right combination of process, experience, professionalism and people,” comments Bobbie. “Its team is very skilled at extracting the right information and ‘working’ a lead – to such an extent that it could turn around an appointment with a CIO in a very short time frame.”

Computacenter was also impressed with the flexibility of the team. As Bobbie explains: “We changed the scope of the campaign on the penultimate day. Fizz responded well and was able deliver the results we needed.”