



Trend helps Oracle win 1000 new customers

Overview

When Oracle sought to increase its share of the IT and infrastructure marketplace by attacking vertical industries, it realised it needed specialist knowledge. In less than six weeks, Trend shaped Oracle's medium term commercial strategy and provided tactical advice to minimise 'time to revenue'.

Challenges

- Grow UK mid-market share and coverage but lacked specific UK market knowledge – only had top-level generic analyst data to work from
- Quickly establish the size of the addressable UK market for infrastructure products & applications and segment this market knowledge into ten vertical industries
- Identify and recruit best practice Independent Software Vendors (ISVs) and systems integrators to capitalise on the market opportunity – in each of its target ten industries

Solution

Trend's consultants quickly established the size of the intelligence gaps within Oracle's existing data and due to their experience of the IT marketplace, were able to source two thirds of the key industry data internally. This immediately slashed the amount of time and investment required by three quarters.

Having identified and interviewed Oracle's biggest prospects, Trend used market research

techniques to quickly build a full picture of Oracle's target market, its position within it and the key market trends. Trend's consultants used this intelligence to build the platform for a two-year commercial strategy designed to achieve Oracle's core objectives.

Until Trend's involvement, Oracle had been working with partners and had no way of determining how suitable they were. Trend's vast experience and understanding of Oracle's market allowed their consultants to nominate the top 5-10 ISVs that Oracle should partner with, within each industry.

To help Oracle get the most from these partners as quickly as possible, Trend pinpointed the most lucrative industries and the hottest opportunities. Since long term Channel loyalty is critical, Trend helped Oracle achieve this by fine tuning its partner development programme.

Within six weeks of engaging Trend, Oracle knew everything it needed about its market, each of the ten industries, who to partner with, where to prioritise resource – even down to the names of the key decision makers within Oracle's hottest partner prospects.

Results

- Engaging with the recommended partners enabled Oracle to close new business with 1000 new end customers within 12 months
- 100% ROI delivered within 3 months of Trend providing its recommendations