

Case Study

Tegile Uses Technographics to Deliver More Predictable Results

“Tech install data from HG Insights helped us **identify accounts with the right technology profile** for our solutions. As a result, we can now identify the accounts that are **64% more likely to turn into closed/won revenue** for us. HG Insights’ **seamless integration with Salesforce** also enabled us to access and act on the data in real time so that we can take advantage of opportunities the moment they arise.”



James Schoensiegel
Global Marketing Ops Manager

Technographics Help Tegile Realize a 64% Lift in Closed/Won Revenue Prediction

The Customer

Tegile, a Western Digital brand, makes all-flash and hybrid storage arrays that help organizations accelerate their infrastructure, simplify storage management, and reduce costs by consolidating all of their workloads onto a single flash platform

The Challenge

As a startup, Tegile needed technology installation data (technographics) on its prospects because its incumbent competitors had decades-long, dedicated customers, who would only consider a startup if it met a technological need that the incumbent could not. Technographics helped Tegile identify and maintain a laser focus on the companies who were best served by their solutions, namely organizations with a technological need for hybrid or all flash across multiple protocols.

Now that Tegile is part of Western Digital, they can have a conversation with anyone, but technographics is still a key part of their outreach strategy. Today, Tegile’s challenges are to close opportunities faster and to sell into higher-yield accounts. Seamlessly integrating technographic data into Salesforce so that it’s available for target market assessments, competitor and alliance reports, SDR pitches, and more, is a key part of that strategy.



The Solution

Dataset/Products

- HG Insights for Salesforce

Benefits

- 64% lift in closed/won revenue prediction
- Increased sales win percentage by selecting the right alliance partners
- Reduced time it took to act on new information from weeks to minutes

The Trusted Leader in Technographics

Why HG Insights was Chosen

Tegile chose HG Insights based on the following criteria:

- Ability to identify prospects with specific hardware technologies
- Seamless integration with Salesforce eliminates time consuming tasks such as data scrubbing and mapping
- Data embedded in Salesforce so it can be used in Salesforce reports, triggers, workflows and flows without any API calls to slow things down

Business Benefits

- Achieved a 64% lift in closed/won revenue prediction by identifying accounts with right tech stack
- Enhanced alliance strategy by co-selling into accounts with complementary tech stacks
- Reduced time it took to act on new information from weeks to minutes by eliminating data scrubbing and mapping

About HG Insights

HG Insights uses advanced data science to deliver actionable insights that give B2B companies the competitive advantage they need to succeed. The best-in-class leader for accurate technographics, based on machine learning and advanced data science, HG Insights provides B2B marketers with better intelligence to increase their ability to analyze, segment, and speak to their target markets, while innovative OEMs use our information to enhance and differentiate their product offerings. Our proprietary processing platform continuously analyzes billions of documents to curate a comprehensive and unparalleled business intelligence library of the software and hardware that companies use to run their business. HG Insights delivers precision targeting at scale.



OVER
83,000,000
TECHNOLOGY
INSTALLATIONS



USED AT OVER
12,400,000
COMPANIES
GLOBALLY



OF
8,000+
TECHNOLOGY
PRODUCTS



MANUFACTURED BY
4,000+
TECHNOLOGY
VENDORS



VERIFIED BY
369,000,000
DISTINCT DATE
STAMPS

To learn more about how HG Insights can provide you with the technographics you need, visit www.hginsights.com.