

Driving Sales to New Heights for a Next-Generation Secure Access Company

Our Client

Pulse Secure was formed in 2014 when Juniper Networks sold its Junos Pulse product line to Siris Capital. Pulse Secure's SaaS solutions for integrated virtual private network (VPN), network access control (NAC) and mobile security solutions enable businesses to offer secure access to their employees via the end users' own devices. These solutions help companies make a smooth and secure transition to the Cloud and increase employee productivity while keeping network data protected.

Challenge

As a spin-off of an existing company, Pulse Secure found itself in a unique situation. With significant revenues near \$100M, the nascent company did not have the marketing functions to quickly educate and retain customers, much less to support revenue growth. They needed a partner that could advise and build a marketing and sales strategy, then quickly implement as an extension of their team.

With an investment in Marketo, Pulse Secure had the technology for effective campaign execution. However, they were short on the know-how needed to optimize the platform, then assist with prospect development, lead processing, positioning, and campaign execution.

Pulse Secure engaged with Televerde to help evolve their sales processes, align their technology and augment their campaign execution capabilities.

Why Pulse Secure Partners with Televerde

"From the beginning, Televerde helped us create a strategic sales and marketing plan. Televerde's lead quality - just like its reps - exceeded my expectation. I hear on a weekly basis from Inside Sales that the leads this year are much stronger and more qualified than others in the past. I attribute this to the unbelievable energy that the Televerde reps have put into learning the product they are representing."

- Mark Craven, VP Sales, Pulse Secure



Industry

- Technology - Cybersecurity

Success Highlights

- \$55M in the sales revenue pipeline
- \$19M deals won and closed
- 70% SQL conversion rate

Televerde Services

- Demand Generation
- Lead Development
- Sales Development
- Strategic Planning
- Campaign Management

Solution

To successfully support the company's \$100M business and drive it forward, Televerde and Pulse Secure took a holistic and strategic approach to its partnership. Televerde first aligned Pulse Secure's marketing goals to its sales revenue via ROMI metrics. This helped establish accountability measures for the company's sales and marketing efforts. Televerde's dedicated team of Lead Development Reps (LDRs) initially focused on the education and retention of Pulse Secure's current customer base. With communication established, the LDRs further expanded the Pulse Secure relationship with their clients through high value, direct conversations with prospects.

Next, a team of Sales Development Reps (SDRs) were added to assist in qualifying leads, and ultimately, closing the deal.

Going beyond demand generation services, Televerde improved the efficiency of the calling and email campaigns with its managed marketing automation services by setting up Marketo and integrating it with Televerde's proprietary Cloud Connector & Intelesight platforms.

Results

Pulse Secure has generated more than 3,600 new leads and expanded its sales revenue pipeline by \$55M. The net result: \$19M worth of deals won and closed with a 70% SQL conversion rate. These results compelled Pulse Secure to grow the partnership by adding an Inside Sales support layer to close even more business.

Through its extended Televerde team, Pulse Secure now has a sophisticated, streamlined and well supported process for demand generation and lead qualification. Along the way, Televerde SDR's were able to use their security market experience to help Pulse Secure grow their existing customer base, enhance their industry credibility and build its new brand in a short period of time.



Contact us to start accelerating sales today.

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