

CA

Background: CA consists of three divisions: CA Corporate; CA Federal; and CA State, Local, and Education. CA Federal is a significant contributor to the corporation, employing a nearly 50-person sales team and often leading the company with cutting-edge marketing initiatives.

Challenge: CA Federal needed to ensure that its sales force used accurate, up-to-date marketing materials to help facilitate sales. With a product line comprising over 3,000 individual products, it was becoming exceedingly difficult to ensure that sales was communicating the appropriate information to the customer. As CA's public sector agency of record, ENC was tasked with creating and distributing a paper-based solution.

ENC Solution: Concerned about the expense and accuracy of paper-based updates and changes, ENC proposed taking the entire concept online. Within the same budget allotted for the paper-based tool, ENC was able to provide CA with a custom, robust, easily updateable, interactive online portal replete with everything from collateral and sales tools to live news feeds and customer relationship management (CRM) capabilities. Plus, the system integrated easily with CA's existing corporate IT systems.

At the center of the toolkit's functionality was the sales funnel, which enabled the sales team to track and move leads easily through each of four stages, from a cold lead to a closed sale. At each stage, the system automatically provided the sales team with the appropriate information (templates, reminders, boilerplates, etc.) for communicating with the prospect. The salesperson could then easily email this information to prospects and customers with pre-written cover notes.

The main page provided the sales team with easy access to industry news and information, live news feeds from government IT publications, and up-to-date event listings. Division-specific white papers, data sheets, brochures, presentations, and communications templates were also available and easily accessible.

Results: CA's entire federal sales team realized a two-fold benefit—timely and accurate marketing materials and automatic assistance in delivering the right communication to the right prospect at the right time. Additionally, CA benefited by deploying a managed and controlled brand. Bottom-line benefits realized include:

- Efficiency—through immediate, online access to up-to-date information
- Best practices—through a single database for all lead activity
- Cost savings—by eliminating additional printing and paper-based spending
- Consistency—more effective communication with customers and prospects (shorten the sales cycle)



B2G: Equipping a distributed sales force with useful, up-to-date marketing tools to support each stage of the sales process

Services Employed



Strategic Planning and Consulting



Branding and Strategic Messaging



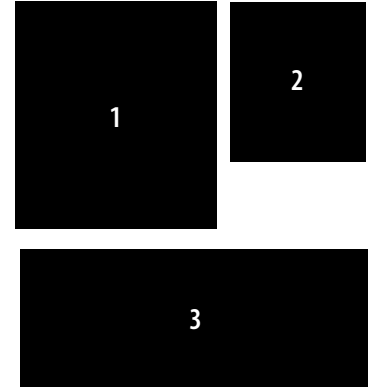
Marketing Collateral



Web Services



CA



- 1) CA Toolkit Home Page
- 2) CA Toolkit Resource Page
- 3) "Cold Leads" section of Resource Page (enlarged)

