

“Rubicon is an invaluable asset to our marketing team. Their understanding of our company’s overall sales and marketing goals contributed greatly to our performance.”

Clark Newby, VP of Marketing, PolyServe

OBJECTIVES

- » Optimize lead quantity and quality
- » Drive profitable growth
- » Meet new larger annual sales quota
- » Present complex products more clearly

APPROACH

- » Overhauled messaging collateral website and graphics
- » Developed lead nurturing tracks
- » Maximized online conversions

RESULTS

- » 500% increase in leads
- » 400% increase in conversions
- » Generated pipeline that was 300% of quota target

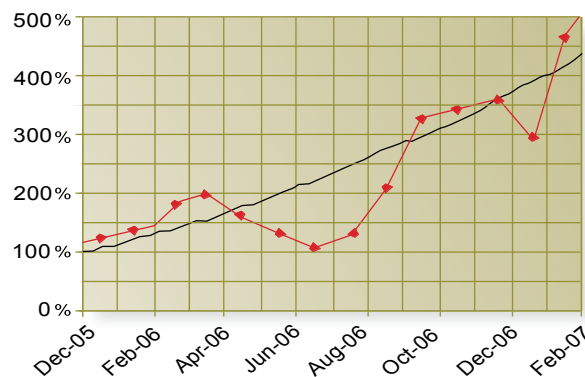
CASE STUDY: PolyServe

Record Company Revenues

In January of 2006 PolyServe was faced with a challenge prevalent in organizations with complex products and extended sales cycles... to aggressively grow revenues by improving the quantity and quality of qualified leads that Marketing provides to Sales.

Ian Miller, VP of Sales at PolyServe, was eager to understand how marketing was going to help him meet his new larger annual quota. Simultaneously, Jeff Day, Director of Marketing was searching for a way to scale up the quality and quantity of leads that he was passing to Sales. And at the same time Clark Newby, VP of Marketing, realized he needed a way to get prospects to their “epiphany moment” faster. Their existing website was not delivering enough meaningful leads, and performed poorly when it came to increasing understanding of their product and broadening awareness of their solutions.

By engaging Rubicon, PolyServe added a marketing team and a partner. Rubicon was well versed in lead management, lead generation and sales methodologies, with a deep understanding of PolyServe’s target audience. After a complete overhaul of the messaging, collateral and website, Rubicon vastly improved online visitor conversions, greatly enhancing both the sales and marketing pipelines. Within 8 months, PolyServe achieved record marketing results, increasing leads by 500% leading to the most robust pipeline of opportunities in corporate history.



PolyServe Online Leads

Founded in 1999, PolyServe, Inc. is a leading provider of software for enabling utility computing in enterprise data centers. PolyServe software consolidates Linux and Microsoft Windows® servers and storage into manageable, available and scalable utilities for databases and file serving.

PRESENTING COMPLEX PRODUCTS MORE CLEARLY

PolyServe solutions, although innovative, are quite complex resulting in extended sales cycles and a higher cost per-sale. In January 2006, there were challenges related to promoting broad awareness and a deep understanding in their target markets. Clark Newby recognized he could step up the public relations campaign to drive more visitors to the website. . . but in conjunction with better awareness the PolyServe website needed to better communicate the value proposition of PSU products.

"We selected Rubicon because they had a solid understanding of our technology and value propositions, and because they understood the process of how to drive more leads into the Sales funnel" said Clark. "Rubicon delivered a website that communicates the value proposition quickly, is easier to navigate, and focuses on driving leads into the funnel through multiple conversion mechanisms."

- » Clearly communicated value propositions
- » Structured content to appeal to all levels of visitors
- » Developed graphics that increase level of understanding of complex products
- » Implemented search engine optimization while prioritizing visitor experience

"There are very few marketing agencies like Rubicon that with very little oversight, can coordinate the resources to write technical copy, create technical artwork, think like a prospect and design prospect interaction tracks, develop a large website, integrate with the back end SFA, and deliver meaningful reports on results to executives." Clark Newby, VP of Marketing, PolyServe

Over a period of 12 months, Rubicon:

- » Completed overhaul of website navigation
- » Re-wrote all of the product related web pages
- » Redesigned all the product graphics
- » Layered in new web analytics capabilities
- » Created new content including white papers, data sheets, and case studies
- » Fine tuned the website for organic search optimization
- » Implemented visitor education tracks
- » Dramatically improved the integration with the SFA system
- » Created a single dashboard that combined:
 - Web Analytics
 - Search Engine Marketing results
 - Ad results, email campaign results,
 - PPC results
 - Sales Force Automation (SFA) data

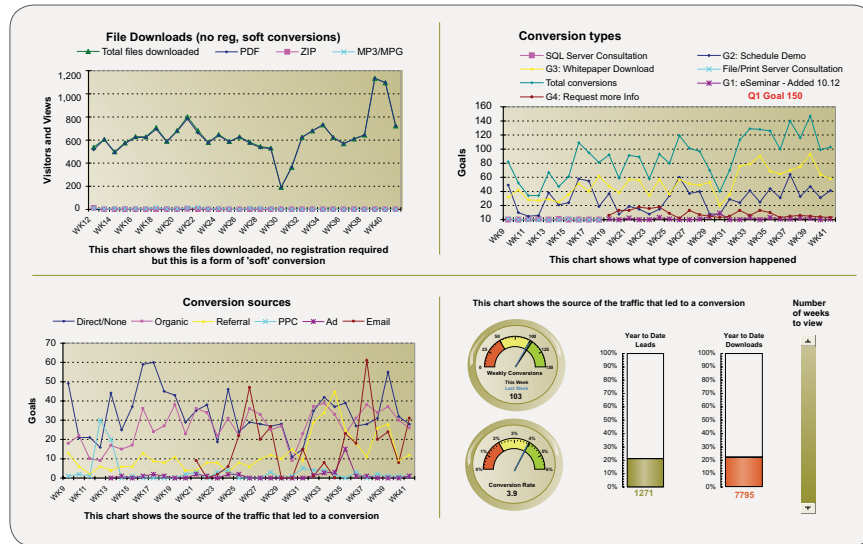


After

Before

SUCCESS BY THE NUMBERS

"Rubicon offered a methodological approach to stepping up the leads per month. With weekly and monthly reports and a focus on all of the important metrics to achieve more quality leads, we could see progress and continuously make adjustments to drive performance increases every month," Jeff said. "We were able to clean up the quality of the data being fed into the SFA system tremendously."



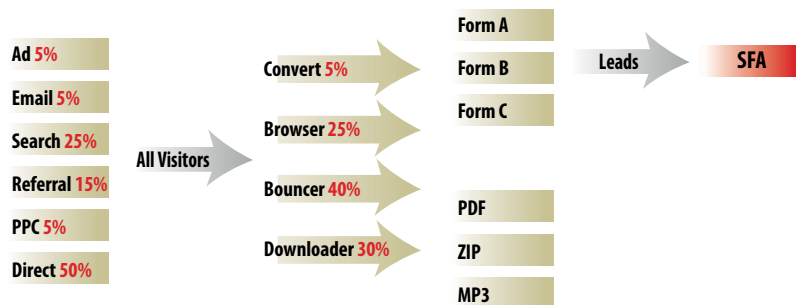
Sample Marketing and Sales Dashboard

"Rubicon offered us the ability to examine our prospect interactions from when they were anonymous visitors until they got into our SFA system, identified what was working well, and what was working poorly so we could quickly tune the lead generation process. We were able to focus our marketing spend in the areas that were producing the best results."

Jeff Day, Director of Marketing, PolyServe

INCREASING THE QUANTITY AND QUALITY OF ONLINE LEADS

Jeff Day understood what was required to drive more high-quality leads to his inside sales team. It would require increasing the number of relevant visitors, increasing the conversion rate of visitors to identified prospects, and increasing the quality of prospects as measured by the Sales Teams. "I wanted a scientific approach because I knew it would take many months of testing and adjustments to find the right combination to achieve the results we wanted and at the cost per lead we set," Jeff said.



Analyzing the Flow of Prospects from Visitor to Lead to Prospect

“Rubicon Marketing Group was established to help companies with complex products and services, increase sales and optimize their business performance.”

Eric Edwards, President and Founder,
Rubicon Marketing Group

CLIENT BENEFITS

- » Drive more, qualified leads
- » Shorten sales cycles
- » Build robust sales pipelines
- » Increase marketing efficiency with automation
- » Align Sales and Marketing

RUBICON SOLUTIONS

- » Strategic Marketing
- » Lead Management
- » Lead Generation
- » Lead Nurturing
- » Marketing Automation

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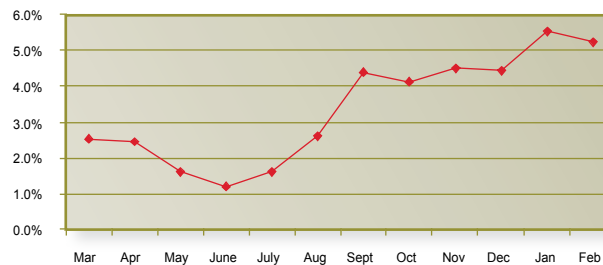
RUBICON DELIVERED 500% INCREASE IN LEADS

Ian Miller is a veteran in Sales and knows all too well that the average Sales person wants to spend less time in the early stages of the pipeline, identifying prospects and cold calling, because the quality of the online leads was suspect. Historically, field and inside sales reps spent much of their time in the early stages of the pipeline by identifying prospects and cold calling them because the quality of the online leads were suspect.

“In Q4’06, with Rubicon’s help, PolyServe achieved the highest ever pipeline coverage in the company’s history and this led to the most successful quarter in the company’s history.”

Ian Miller, VP of Sales, PolyServe

The company had 300% more in the pipeline quota. And Q1’07 is looking even better.



PolyServe Visitor Conversion Rate

Rubicon’s truly diverse Sales and Marketing skill-set addressed the myriad of PolyServe’s challenges, from strategic-to-tactical, from creative-to-scientific, from marketing-to-sales, from prospect-to-client! The results speak for themselves.

- » Record Q4’07 revenues
- » Largest pipeline in corporate history
- » Marketing viewed as a vital asset to Sales
- » Lowered bounce rates and reduced form abandonment by 70%
- » Drove a 500% increase in online leads
- » Achieved a 400% improvement in visitor conversion rate to leads