



Case Study

FORTUNE 100 PETROCHEMICAL COMPANY USES FIRSTRRAIN TO UNCOVER NEW BUSINESS

Company

Fortune 100
Petrochemical Company

Industry

Oil & Gas

IgniteTech Product

FirstRain

BUSINESS CHALLENGE

A Fortune 100 provider of petrochemical and gas processing technologies recently added a new business unit. The problem? They needed customer intelligence to quickly understand the market.

Previously, the company tried using third-party services and conducting their own research projects. Despite their best efforts, the team was wasting time and money. These tools and methods weren't providing the team with enough information to grow the new unit.

So their marketing team began searching for a new solution that would help them find business opportunities and monitor key customers. These insights would allow them to succeed in the new market by understanding the dynamics and growth in the industry.

SOLUTION

The company chose IgniteTech's FirstRain because it's a single source of market intelligence. With access to FirstRain, users can view personalized analytics and uncover relevant insights instantly through a Salesforce dashboard, the company's intranet or via a mobile device.

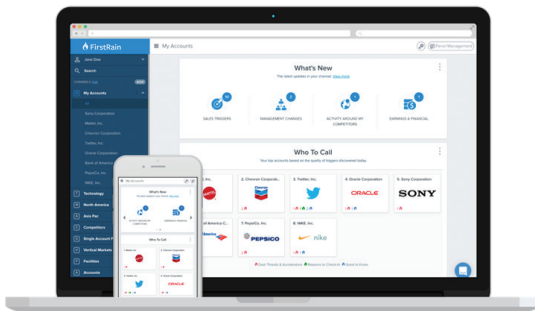
FirstRain is also easy to set up and use. According to the company's IT team, the integration of FirstRain into Salesforce was seamless. That ease of implementation, excellent support and training from IgniteTech's FirstRain team had immediate impact, allowing them to deploy the product to 80% of the organization in less than three months.





Now, the team can use relevant industry and customer intelligence as they grow the new unit. The company also saves money with FirstRain because they don't have to pay third-party subscription costs.

Thanks to FirstRain, the new business unit can discover relevant sales opportunities effortlessly. They've also been able to monitor their market and keep an eye on key customers, helping the sales team develop strong relationships and close more deals.



BENEFITS

With FirstRain, the petrochemical company was able to:

- ✓ Deploy the solution to 80% of the company in less than three months
- ✓ Save money on market research
- ✓ Identify sales opportunities for their new business unit
- ✓ Boost productivity for the marketing and sales teams

LEARN MORE

To learn more about how IgniteTech's FirstRain solution can help you stay ahead of your competitors and make better business decisions, visit ignitetech.com/firstrain.

"FirstRain is enabling my team to help our sales force uncover new business opportunities — as they did recently when we found a new shale gas development thanks to FirstRain. Generic searches or costly research just can't deliver as broad a scope of timely customer information as FirstRain can. FirstRain was easy for me to implement and is intuitive to use; we have deployed it to more than 80% of our sales and marketing professionals in less than three months."

Business Development Manager
Fortune 100 Petrochemical Company