

MAKING A DEMAND GENERATION PROGRAM SUCCEED FOR J.D. EDWARDS

J.D. Edwards, a leading provider of enterprise software, began an initiative in late 2001 to increase the effectiveness of their Demand Generation programs. The following is a synopsis of a conversation with Brian Ladyman, VP of Demand Generation, Marketing.

Telemarketing is at the tail-end of everything we do. We do online; we do print; we do direct mail; we do events; and we do straight telemarketing campaigns. And at the end of everything, everyone that expresses interest is qualified through a telemarketing conversation. That's where we can really gauge whether there's an actionable opportunity or not.

When we started the initiative, we were aware of a lot of vendors that were equipped to execute telemarketing programs and we had experience with several of them. Our goal was to build a telemarketing partnership that would be the best fit for our needs and our culture. We needed responsiveness, a focus on technology, expertise in our B2B marketplace and even more so, a pro-active and flexible approach.

We scrutinized the capabilities of many companies we knew of and made our decision to work with The Frantz Group because we knew they were capable of providing ongoing results in our very dynamic environment.

They have been a fabulous partner and truly a major part of our success. Here are a few of the milestones we have reached together over the last two years:

- ▶ **500+ campaign tactics executed**
- ▶ **750,000 calls made**
- ▶ **135,000 conversations with key prospects**

A significant percent of the leads in our sales funnel are a direct result of our campaigns together.

But success has meant delivery of more than high quality calls and leads. It has also been driven by their ability to understand our needs and make key recommendations. They have teamed with our people seamlessly to implement solutions to data management problems, to develop marketing strategies and they have built highly effective, custom tools for measuring our results. They have made it very easy to work with them.

There is no doubt in my mind that how The Frantz Group has delivered these results is as important as the actual results themselves. Both have exceeded my expectations.

"To The Frantz Group.

It has been such a pleasure working with your team. I am so glad that we got you in that RFP process, which now seems so far back.

You have been a fabulous partner and are truly a major part of the success that the Demand Generation team has accomplished.

Thank you!"

Brian Ladyman

VP, Demand Creation, Marketing
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