

# Case Study



## ORACLE®

Oracle started in 1977, headquartered in California, US. A firm, home to nearly 120,000 employees worldwide, serves 400,000 customers, with US\$37.2 billion total GAAP revenue in FY2013.

## CASE STUDY – ORACLE

*Thomson Data makes the headline again with Oracle tapping board room decision makers over its industry focused contact list.*

## ORACLE IN A GLIMPSE

*Oracle* started in 1977, headquartered in California, US. A humongous technology firm, home to nearly 120,000 employees worldwide, serves 400,000 customers, including 100 of the Fortune 100, with US\$37.2 billion total GAAP revenue in FY2013. Unleash innovation by streamlining IT. Oracle is shifting the complexity from IT, moving it out of the enterprise by engineering hardware and software to work together.

## CASE IN BACKGROUND

*Oracle* as a dominant player in the IT market was fundamentally looking for Microsoft user's sales leads to expand its business in Canada. They expected boardroom members list of leading enterprises.

They believed in delivering the products to key decision makers would take their B2B technology lead database to next level. Their understanding of data acquisition was very weak and expected to address the issue instantly. Oracle needed the list to introduce their products affiliated to Microsoft for better B2B conversions.

## THOMSON DATA - ACCEPTS THE CHALLENGE

Our global network data sources were alerted and kept informed about the requirement. Thomson Data known for its high deliverability again proved to the industry that data gathering could be done swiftly. Thanks to our skilled data analysts and data partners industry standard procedures that helped us to hand over potential list of boardroom executives to Oracle.

# Case Study

## GUIDELINES ADHERED

### *Scrutinizing*

*Thomson Data* analyzed the *Oracle's* requirements thoroughly before hunting down the boardroom list. Our data partners and professionals gathered significant information from various databases. We even went out of the box to gather compelling B2B info in precise turnaround time.

### *Authenticating Profiles*

*Thomson Data* kicked off abruptly by testing the accumulated B2B lead database for errors and examined every section of the dossier before final delivery. We customized entire list according to *Oracle's* requisites and updated accordingly. The process of authentication was finally concluded after several substantiate layers.

### *Formatting*

The C-level list for *Oracle*, after evaluating and validating was customized and optimized for easy to use and easy to integrate format.

## DELIVERY

For security and data privacy, the B2B leads list was uploaded in *.xlsx format* via encrypted FTP connections to avoid any exposure and cracks on internal system of *Oracle*.

## OUTCOME

Oracle reached the potential customers within a short span of time, which made the conditions much stable in unfamiliar market. Company was left astonished and inspired after receiving the positive response from clients in just a week. With excellent ROI and lightning speed operations they sky rocked the markets.

*"Thomson Data exercised our thoughts precisely and timely, that changed our position in Canadian market. They delivered the data in record time that helped us to launch our products in unknown market. We would definitely look forward to use their services for future consignments".*

**- ORACLE**

# Case Study

## ABOUT THOMSON DATA

At *Thomson Data*, we know it is not always presenting the best of list to your clients. More importantly, it's about reaching the right clients, at the right time with the right message. In addition, we make sure that the campaigns are able to draw the maximum of ROI with every dollar invested.

Specializing in delivering sales leads, email/data appending, application development and online marketing solutions, Thomson Data is committed to provide cost effective data services that can help companies expand to reach new prospects and enhance communication with existing customers.

Providing list database service that includes fast delivery, simple management, and responsive, knowledgeable customer support we make sure that your every deal or campaign is reached to the pinnacle of enablement, cost effectively.