

## A WarpSales™ Success Spotlight



**Force10 Networks is the pioneer in resilient Gigabit and 10 Gigabit Ethernet switching and routing. Force10 revolutionized networking with the E-Series switch/router—the first product to deliver true line rate 10 Gigabit Ethernet switching and routing.**

### Increased Lead Quality, Sales Pipeline, & Closures

WarpSales from Acrelic Interactive has enabled Force10 to:

- Increase inside sales connect rates to nearly 30% up from below 10%
- Erase the time lag between inside and field sales teams
- Increase the ability to secure top level client meetings
- Increase revenue

“The best feature is being able to track a Fortune 500 sales lead visiting your website in real time. You can get right on the phone and set up an appointment for the field sales team to visit the lead. Acrelic gives you the opportunity to get to people that you wouldn't otherwise get to.”

Steve Garrison  
Vice President, Corporate Marketing  
Force10 Networks

### The Challenge: Increase the Volume of Higher Quality Leads

Force10 Networks - a pioneer in building and securing high performance networks, was looking for a way to generate a consistent flow of high quality contacts to pass from its inside sales team to its field sales team. The inside sales team was dialing 30 – 40 calls a day per rep, but they were disappointed with the number of live connections they were able to make each day from those calls. While the connect rate was consistent with an industry average of 7-10%, their reps really didn't like making the cold calls and not getting connected. Force10 wanted to increase the volume of higher quality leads to the field sales team, which in turn would drive more revenue.

### The Resolution: An Increase in Productivity

Force10 chose Acrelic Interactive's WarpSales™, after reviewing a handful of alternatives. They found WarpSales to be the first lead qualification system that connects professional B2B sales people to their prospects in real time.

Force10 piloted WarpSales and began to utilize its ability to improve its inside sales reps' productivity. The initial decision to buy WarpSales hinged on Force10's desire

to get to customers who were at a point where they wanted to have a conversation. “We’ve booked some key appointments that we were waiting on, so WarpSales helped supplement what we already had in place, giving our current sales process a boost,” said Speros Pavlatos, director of sales operations at Force10 Networks. “By utilizing WarpSales ability to make a live connection, we’ve secured some big meetings that we would not have been able to get as quickly.”

Acrelic’s coaching on best practices and effective methods in campaigning along with WarpSales’ email campaigning system, enabled Force10 to achieve higher open rates, higher live connect rates, and track them in real time. Similarly, the application’s email and website monitoring capabilities identify prospects at precisely the time they are expressing interest in Force10’s high performance switches and routers. Within seconds, these leads can be qualified and sent to field sales representatives, who can follow up on them immediately.

**“Timing is everything, and WarpSales seems to put us at the right place at the right time.”**

Speros Pavlatos  
Director of Sales Ops  
Force10

## The Bottom Line: Thirty Percent Increase in Meetings for Field Sales

In the first 6 months, WarpSales more than tripled the inside sales teams’ live connect rate, raising it to the 30%+ range, up from a 7-10% range. As a result, the Force10 inside sales team has become more productive in their goal of connecting

live with prospects in order to secure meetings for the field sales reps. Steve Garrison, Vice President of corporate marketing at Force10 Networks, added, “We’ve found that we are able to make more effective calls with WarpSales. We know when our contacts are at their desks and specifically when Force10 is top of mind as a result of the visits to our website.”

The sales manager’s dashboard: Pavlatos is now able to track sales rep activity, and have better visibility into the prospecting behavior of his sales representatives. He points out that “the dashboard will be helpful with the budgeting process. We’ll be able to evaluate this year’s productivity against last year, down to the individual rep level.”

Force10 is excited about the future with WarpSales. The personal campaign functionality gives reps the ability to do individual campaigns in between the larger campaigns that are planned at a corporate level. This gives the reps more control over their day and the opportunity to follow up when they need to. Pavlatos concluded by saying, “Timing is everything, and WarpSales seems to put us at the right place at the right time.”

### About Force 10

*Force10 Networks is the pioneer in building and securing high performance networks. Based on a revolutionary system architecture that delivers best-in-class resiliency and massive scalability, Force10’s TeraScale E-Series switch/routers ensure predictable application performance, increase network availability, and reduce operating costs. Today, many of the world’s largest Gigabit Ethernet and 10 Gigabit Ethernet networks depend on Force10 Networks. For additional information, please visit [www.force10networks.com](http://www.force10networks.com).*

## About Acrelic Interactive

*Acrelic is the creator of WarpSales™ – a top of the funnel Lead Qualification and Management system (LOM). With WarpSales™, Marketing organizations can accelerate delivery of both quantity and quality of leads to Inside Sales organizations who in turn, can increase their productivity by at least doubling the number of qualified sales opportunities (QSO's)*

*Acrelic is helping companies across industry segments create new revenue opportunities and achieve greater profitability through a unique combination of technology and technique. By focusing on open source solutions for scalability and economic flexibility, Acrelic is able to provide a straightforward and affordable solution to companies of all sizes. A customer sampling includes: IBM, Citicorp, Computer Associates, and Tempur-Pedic, among others.*

*Acrelic Interactive was founded in 2002, and is privately held. Their corporate headquarters is located in Warren, NJ.*

*For more information, please visit [www.acrelic.com](http://www.acrelic.com) or call 908-222-2900.*

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