



# Virident Case study



Virident provides server-side flash storage for the enterprise and delivers unconditional, consistent performance for data-intensive applications. Western Digital® Corp. (NASDAQ: WDC) has completed the acquisition of Virident Systems, Inc. It will be integrated into HGST, a wholly owned subsidiary of Western Digital.

## The Challenge

- Virident had been using Salesforce but the integration process with Marketo was proving to be such a major challenge that they were ready to shift to NetSuite even if it implied significant extra time and cost.
- A very low growth in leads as well as a poor database size of less than 10,000 leads
- Inability to track leads and effectiveness of national events like Oracle OpenWorld, VM World, etc.

## The Solution

- In just one week, Position<sup>2</sup> was able to seamlessly integrate Salesforce with Marketo
- Out bound campaigns were in action by day 10, instead of the usual 5 weeks
- Complete tracking of leads from all online and offline events like website, webinar etc.

## The Results

- An increase of **475%** in lead database size
- In just 2 months, anonymous database size increased from a few thousand to more than 80,000
- 12 campaigns in 3 months - a sales potential of **\$400,000** from an investment of less than **\$20,000**



Higher trust and co-operation between Sales and Marketing. The key success here was the Scoring Strategy and documentation that bought about alignment with sales expectation of “sales ready leads”.

Another key advantage was that they were able to put a content framework which addressed all the stages with relevant information to get better Engagement scores.

**Sr. Demand Generation Manager**