

# CASE STUDY



Go!

## Interlace Systems: Filling the Sales Pipeline

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Interlace Systems (now Oracle) provides Operational Performance Planning software that bridges the gap between traditional business planning tools and execution systems. Interlace engaged with KickStart Alliance to plan and execute an integrated campaign to generate leads for its sales organization.

### SITUATION

Interlace needed to quickly build its sales pipeline to help it meet its customer acquisition targets. ***KickStart Alliance worked with Interlace to plan and execute programs and sales processes to generate, qualify and nurture prospects.***

### THE KICKSTART APPROACH

An ***Integrated Demand Creation Plan*** was created which detailed the campaign strategy, tactics and metrics. KickStart managed the execution of the programs and provided sales tools and training to integrate inside sales resources.

### SUCCESS!

***"With KickStart's help, we generated over 1,300 leads and established an inside sales process for following-up and nurturing these prospects"*** said Bill Odell, VP of Marketing. ***Mary Gospe's leadership and expertise was instrumental to our success."***

*KickStart Alliance helps B2B tech and clean tech companies align and optimize marketing and sales operations to maximize results. From more information about Integrated Marketing Campaigns, contact **Mary Gospe** at [maryg@kickstartall.com](mailto:maryg@kickstartall.com).*