



Microsoft Dynamics Partner Solution Case Study



Partner Overview:

Company Name: Hoover's, Inc.
A Division of Dun & Bradstreet
Web Site: www.hoovers.com

Annual Revenue: Greater than \$100M
Employees: Over 500
Locations: HQ in Austin, Texas.
Offices throughout North America,
Europe, and Asia.
Industries: Across many industries
Clients: Over 12,000

Products:
Access Hoover's for CRM
Technologies:
Microsoft Dynamics CRM

Solution Overview:
Integrated access to Hoover's/D&B
database inside CRM

- 60 MM public and private companies worldwide
- 67MM contacts
- 700 industry segments

Update existing CRM Records
Build and import fresh prospect lists
using 50 criteria
View:

- Competitor Lists
- Industry Insights
- Corporate "family tree"
- Business credit score

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Hoover's turns to channels to capture CRM market growth momentum.

Hoover's is the world's leading source of detailed information on industries, companies and executives. Access Hoover's provides users with real-time access to the entire D&B/Hoover's database of 60 million companies and 67 million contacts which contains over 700 industry codes and is supported by an editorial staff of over 100 in-house industry experts. In addition to basic contact information, the data includes details about sales revenue, employees, growth rates, historical financial information, "family tree" – corporate linkages, officer biographies, competitor lists, news, press releases, industry challenges, growth opportunities and more. Hoover's derives its revenues mainly from online and CRM integrated subscriptions, "Access Hoover's", which are sold primarily to sales, marketing and business development professionals.

"We saw a market opportunity that could bring an incremental \$10 million to Hoover's per year. But our direct sales model simply doesn't scale. So we needed to build a partner channel that would offer Access Hoover's with every CRM solution. Since the Microsoft partner ecosystem is the largest in the world – that's where we expect to gain the most impact."

Heidi Tucker, VP Business Development, Hoover's

The Business Need:

Hoover's direct sales were slowing, while the market for CRM integrated solutions was growing rapidly. Hoover's recognized that its direct sales model was not scalable enough to capture the rapid growth. Without overcoming this challenge, Hoover's was at risk of missing out on a huge share of the market. Hoover's estimated that capturing just 5% of the Microsoft Dynamics CRM partner sales could bring to it an incremental \$10 million per year.

The best opportunity for scaling out its market reach was with Microsoft Dynamics CRM partners who customize solutions to individual client needs. Hoover's engaged Sonoma Partners to build a fully integrated solution with CRM Online and On Premise 4.0 so end users could easily access the full Hoover's/D&B database in real time, from within CRM. The solution addressed three of the biggest challenges with CRM: Data Quality, Targeted Lists on Demand, and User Adoption. By offering access to industry intelligence, credit scores and detailed financial information on millions of companies world wide, Access Hoover's enabled CRM partners to sell "xRM" wider into their client organizations – targeting Procurement, Vendor Management, Legal, Finance, and Marketing in addition to Sales. Hoover's open API also gives CRM Partners the ability to enhance their CRM deployments with customized content enrichment solutions benefitting many roles within organizations resulting in more CRM license and Access Hoover's subscription sales.

"When Hoover's approached us about becoming a partner, we immediately recognized the incremental business value our clients could gain with Access Hoover's enhancing their CRM systems. This has now been validated by the feedback and new orders we have received."

Brian Weinberger, VP of Sales, Infinity Systems

The Solution:

Unlike many ISVs who grow their channels organically, often ending up with many non-performing partners; Hoover's wanted its partner program to be built based on best practices and be fully integrated. Hoover's considered building the partner program with internal resources, however, no one at Hoover's had the deep channel experience necessary to build a complete program. The other concern was time to market and lack of internal resources to build the channel strategy and execution. Therefore Hoover's decided to get expert help by engaging AIM.

"AIM's Paul Solski demonstrated expertise in channel development and we believed he and his contacts could help us create a scalable, effective partner channel."

Heidi Tucker, VP Business Development, Hoover's

Hoover's also benefited from AIM's consulting to help its own leadership team to better understand the potential impact of a channel and how it would return significant revenue over time.

Since Access Hoover's is a horizontal application, the Hoover's Partner Program was built to help both referral and sales partners to grow. A critical component of the program was to better enable partners to identify and engage the right individuals within organizations. The Hoover's Partner Program includes detailed profiles of the types of organizations partners should target and how a CRM system integrated with Access Hoover's can address specific business challenges faced by managers of many departments across an organization.

The Hoover's Partner Program is now the vehicle for recruiting, on boarding and supporting Microsoft partners to sell and deploy CRM solutions with Access Hoover's.

In addition to the program resources, Hoover's put a high priority on building a closer partnership with Microsoft's field sales and product management teams.

To expand collaboration, it was important for Hoover's to help Microsoft management understand how Access Hoover's can increase the value of Microsoft Dynamics CRM to clients and be instrumental in winning more sales.

"Access Hoover's provides Microsoft Dynamics partners with an excellent opportunity to increase CRM adoption by enhancing virtually any CRM solution with its immense source of external data. That's why we are excited about Hoover's P2P initiative."

Mandy Ledford, Dynamics ISV Group Manager, Microsoft

The Outcome:

As a result, Hoover's now has a complete partner program with defined business terms, benefits and professional collateral that enable it to be engaged with more partners and streamlines its recruitment and activation process.

The Hoover's Partner Program is infinitely more scalable and efficient than Hoover's direct sales. Hoover's will use partner levers to grow the business quickly and apply resources more effectively than it can with direct sales.

"While we are only a few months into activating our partner channel, we are already seeing new revenues and partners becoming pro-active with marketing initiatives. In effect, we have compressed the expected 9 to 12 months of channel development into 3 months."

Heidi Tucker, VP Business Development, Hoover's

Hoover's has been successful in recruiting 16 new partners to the program in a little over three months. The sales pipeline is growing rapidly towards a million dollars as partners go through the on boarding process and become better at identifying and engaging new clients.

Hoover's expects to see a steeper revenue ramp in the later part of the financial year taking advantage of Microsoft's cyclical peaks during Q4 and its own growing expertise in developing and managing partners.



AIM

Growth Through Partners

www.aimcorpinternational.com

AIM (AEUSA International Marketing) specializes in helping independent software vendors to expand national and international market reach. AIM builds industry specific go-to-market strategies and programs that are tailored to activate partners in targeted vertical and geographical markets.