



5-YEAR PARTNERSHIP LEADS TO MILLIONS IN NET NEW REVENUE AND BRAND AWARENESS

Founded in 1994 in the Netherlands, Bwise was acquired by Nasdaq in 2012 and has grown into a Gartner Magic Quadrant leader for Governance, Risk Management and Compliance (GRC). Nasdaq Bwise has sales, service and support offices worldwide with local offices in Asia, Australia, Europe and the United States.

DECISION FOR SUCCESS

In 2011 and before being acquired, the Bwise leadership team made the strategic decision to increase its footprint in North America by building brand awareness and acquiring net new clients. In order to meet their revenue growth objectives, they knew it was business-critical to keep their existing sales resources focused on closing new business while rapidly filling the top of the funnel with qualified selling opportunities from across multiple heavily-regulated industries—including finance and pharmaceutical. With limited internal resources in the region, they retained Lead2Revenue (L2R) as the business partner to help increase their sales pipeline and build brand awareness.



“Lead2Revenue was selected because of their business acumen and proven experience generating credible pipeline opportunities with recognized global brands and the Fortune 1000.”

- Clarinda Dobbelaar
Head of Nasdaq Demand Creation Center

IN THE BEGINNING

As a relatively small unknown business in North America with big ambitions, the NASDAQ Bwise team had one primary goal: to become the number one provider of GRC solutions. Lead2Revenue was tasked with planning, implementing, and executing a comprehensive inbound/outbound lead generation, lead management, and lead qualification program to ensure that NASDAQ Bwise sales reps were only investing time with qualified prospects that met a strict criteria.

Working with the NASDAQ Bwise sales and marketing teams located in the Netherlands as well as throughout North America, the Lead2Revenue team gathered information that later became the foundation for the repeatable, scalable qualification process which ensured the predefined criteria was met consistently prior to providing any Marketing Qualified Leads (MQL) to the sales team. By leveraging Lead2Revenue’s outside perspective and experience, NASDAQ Bwise was able to further define its ideal prospect profiles and refine its sales messaging to more effectively engage executive level audiences across multiple lines of business – including internal control, compliance management, information security, risk management and audit.

“Lead2Revenue became the ‘ears’ of our company in the market, they gathered intelligence that helped shape and drive our evolution – they became the glue between sales and marketing.” - Clarinda Dobbelaar



MEASURING MILESTONES

Using historical data, NASDAQ Bwise established a set of key performance indicators (KPIs) in order to accurately monitor contributions made by Lead2Revenue in monthly, quarterly, semi-annual, and annual intervals. Some of the primary KPIs included: total number of meetings scheduled per month, MQL -to-pipeline conversion ratio, pipeline-to-revenue conversion, value of closed deals, and volume of contacts created within the CRM.

UNPLANNED STRATEGIC VALUE

The flexibility, longevity, and stability of the partnership proved invaluable in terms of providing unplanned strategic business value – such as enabling business continuity year after year in the face of a changing sales team. As a trusted source of knowledge and information, the dedicated set of Lead2Revenue team members aided existing sales reps with strategic territory planning as well as helped ramp up new sales hires to accelerate their individual time-to-contribution.

Lead2Revenue is a boutique consultancy focused on helping clients reach their sales growth objectives faster with limited risk, limited investment. Our team of seasoned business professionals are experts in delivering decision-level lead generation, consulting, and training services that jump-start and accelerate more selling opportunities. Our proven Pipeline Optimization Program™ empowers sales professionals to spend more time meeting with decision-level contacts to win new business.

RESULTS AT-A-GLANCE

The Lead2Revenue team was completely capable of working independently, but remained proactively collaborative to identify, discuss, and resolve business challenges together with the NASDAQ Bwise management team on a regular basis. Lead2Revenue was instrumental in enabling NASDAQ Bwise to achieve its North American business goals by successfully engaging with thousands of prospects which proved critical in solidifying its position as a leader in the North American market. Over the course of the engagement, Lead2Revenue generated many millions of pipeline value which was subsequently converted to millions in net-new revenue.

“The fact that the partnership lasted over five years with a dedicated set of professional resources is a testament to our joint success.”

- Clarinda Dobbelaar

LEARN MORE

Lead2Revenue has delivered millions in net new sales pipeline value to Fortune 500 organizations and dozens of emerging technology companies.

Contact our team of ‘Experts in Pipeline Optimization’ to discuss how we can help you reach your sales growth objectives faster.

