



## REDWOOD SOFTWARE LEVERAGES STRATEGIC PARTNERSHIP TO NAVIGATE UNCHARTED WATERS

Redwood Software, Inc. was established in 1993 and is headquartered in The Netherlands. Redwood was founded on a single-minded mission: to help organizations eliminate the costs, risks, and wasted time associated with manual tasks. Redwood robotizes all processes within R2R, O2C, P2P and those within Human Capital and in the Supply Chain. Redwood Robotics™ solutions help businesses optimize processes for digital operations, while supporting IT teams that want freedom from repetitive manual tasks in the services they provide to the business. Today more than 3,000 customers worldwide use Redwood's solutions to automate their business processes. Redwood has offices in France, Germany, and the UK, as well as the United States.



### DECISION FOR PARTNERSHIP

Redwood's internal business development team was at full utilization supporting existing products and solutions. Redwood was rolling out a new product, RoboFinance, focused on automation of financial and accounting processes. Lead2Revenue (L2R) was recommended to Redwood management by one of their sales team members who had worked with L2R at a previous employer. The introduction was made because of the sales team member's firsthand experience and confidence in L2R's ability to pursue and engage Fortune 1000 decision-makers across multiple industries. Redwood's subsequent decision to partner with L2R was based on the initial endorsement, a verified track record of success helping other 'like' technology companies, as well as their demonstrated ability to quickly grasp an innovative, complex, and disruptive technology.

***"We selected Lead2Revenue because of their demonstrated ability to quickly grasp our business messaging. We continued doing business with them because of their expertise to help us continually refine and enhance it."***

- Lee Green  
Director of Marketing

### BUSINESS OBJECTIVES

The newly-offered RoboFinance solution by Redwood is industry-agnostic and ideal for large, complex enterprise organizations with a distributed global footprint. Redwood's primary business objective was to focus Lead2Revenue on pursuing, engaging, and qualifying stakeholders throughout corporations with annual revenues greater than \$2B USD. The ideal, agreed-to minimum threshold of a qualified meeting, or executive briefing, scheduled by L2R included Director-level and above titled contacts with responsibility for leading organization-wide, strategic operational improvements.

*“The partnership has been so successful that our internal business development team has adopted several components of Lead2Revenue’s process.” - Lee Green*



## UNPLANNED STRATEGIC VALUE

The high-touch, close collaborative partnership between Redwood and Lead2Revenue yielded much more strategic value than anticipated. Because of the full accessibility, availability, and complete transparency provided by Lead2Revenue, the team quickly became a trusted voice in all aspects of Redwood’s go-to-market strategy. Lead2Revenue’s candor helped shape how Redwood’s sales team would prepare and execute meetings with decision-makers resulting in an increased meeting-to-pipeline conversion ratio.

***“Lead2Revenue possesses two unique attributes – professional tenacity and flexibility to change. We presented their team with a very difficult lead generation brief against a market that we never tested before. Despite the uncharted waters, they remained determined to make the project a success. Together, we iterated and adjusted using market insights to achieve success and deliver value to our market. Lead2Revenue has earned my respect as a reliable and trusted partner.”***

- Simon Shah  
Chief Marketing Officer

## RESULTS AT-A-GLANCE

By navigating uncharted waters together, Redwood was able to better understand their market opportunity, make real-time adjustments, and create a repeatable, scalable strategic lead generation program that filled the sales pipeline with credible selling opportunities.

L2R was instrumental in helping Redwood test, evolve, and create market messaging that highly resonated with decision-makers. The quality of messaging and process execution ultimately triggered engagement across many of the world’s largest, most complex companies, at scale.

The volume of conversations generated by L2R provided Redwood a clear understanding of the true market appetite and opportunity. This understanding enabled Redwood to course correct their product roadmap, better align internal resources, and accelerate new customer acquisition resulting in significant revenue growth.

## 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.



Founded in 2009, Lead2Revenue (L2R) is a professional services firm that helps technology companies reach their sales goals faster. For nearly a decade, L2R has specialized in assessing, planning, developing, and executing custom lead generation programs. We provide clients the strategic and tactical resources required to successfully engage decision-level contacts within SMB and Fortune 500 companies. Our core focus is to provide more selling opportunities to clients by researching, pursuing, engaging, and qualifying decision-makers. We work with our client colleagues to create and execute a workable, repeatable, and scalable sales pipeline optimization program.

