Rich project intelligence uncovers in-market buyers and provides inroads to the deal

Sales and marketing work towards the same goals – finding and generating new customers – but have different paths to getting there. Marketing is focused on generating good targets but has limited knowledge of where the deals are. Meanwhile, sales is focused on converting those leads into appointments but lacks key information about customers' pain points. The key to success is synergy between sales and marketing. In fact, when sales and marketing teams are in sync, companies were 67% better at closing deals[1] and enjoyed 36% higher customer retention rates.[2]

IT Deal Alert™ Qualified Sales Opportunities™ (QSOs) close the marketing and sales gap by uncovering active in-market IT projects and providing actual purchase intent insights derived through direct contact with real buyers; including, top purchase drivers, features and vendor shortlist.

Qualified Sales Opportunities are PDF reports that detail living IT projects, providing you with a blueprint of an active technology initiative

This enables you to:

- Identify and accelerate in-market IT opportunities
- Focus sales resources where they will have the greatest impact – on verified technology purchase initiatives
- Ensure you're on the short list by leveraging detailed project information – for initiatives you may already know about, as well as net new opportunities

Qualified Sales Opportunities help marketers enable their sales team to build pipeline and win more deals. These reports identify accounts that have told us they are in the process of building a short list of solution options for an imminent technology purchase in your market space.

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[1] Marketo
[2] Marketingprofs

TechTarget

Qualified Sales Opportunities™

A completely unique project intelligence tool

60,000+ purchases vetted annually

Each report is the result of a 30+ question web/phone interview

Purchase intent validated in each report

Every inside buying team member's contact info is fully validated by a third party

Every program includes follow-ups with new info as deals heat up

Empower your sales team to personalize the conversation based on your customers' pain points

1. **Buying Team Insider:** Target the named member of the buying team who personally provided all of these in-depth details
2. **Location and Timeframe:** Know where the initiative is happening, and rest assured all QSO Insiders have confirmed the timeframe for purchase is within the next 12 months
3. **Segment Alignment:** Over 150 niche technology segments' ensures the organization is buying your specific technology solution
4. **Top Purchase Drivers and Buying Criteria:** Understand what is driving the project, top features and desired functionalities to highlight
5. **Current Shortlist:** De-position competitors that the organization is considering using information about the vendors and solutions they're evaluating
6. **Suggested Talk Track:** Suggested script to relate to the buyer and personalize the conversation
7. **Purchase Details and Pain Points:** Increase win rates by addressing the organization's specific challenges
8. **Current Solutions:** Use details on the relevant technologies currently installed to show how your solution works as a replacement or as an enhancement

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TechTarget | Qualified Sales Opportunity™ Report — Private Cloud and Virtualization Management Tools — **3**

YOURBRAND

Purchase Criteria **4**

Top purchase driver(s):
- Increase IT agility
- Track and identify virtual machine/reduce VM sprawl
- Integrate management between physical and non-virtual-server instances

Product feature criteria:
- Management console and dashboard functions
- Integration with virtualization platform APIs
- Change and configuration management

Vendors being considered: **5**
- BMC Software
- SolarWinds
- Open Stack

What to say when you call: **6**
"We've been consulting with a lot of companies trying to make smart decisions about Private Cloud and Virtualization Management Tools, including [top purchase driver(s)]. We've worked with many leading companies on addressing challenges like [product criteria above]. Are these also challenges for you?"

Purchase Details **7**

Platforms being considered to run private cloud on:
- HPE Helion Eucalyptus
- OpenStack

Capabilities to be implemented in On-Premises Virtual IT Infrastructure:
- Workload provisioning and configuration
- Workload performance monitoring
- Self-service provisioning

Workloads to be supported or enhanced by virtual machine management tools purchase:
- Business intelligence/analytics
- Collaboration apps (UCC, emails, etc.)
- Web applications/ecommerce

Deployment method being considered for Private Cloud and Virtualization Tools purchase:
- Managed service provider
- On-premises

What to say when you call: **6**
"What are the ways you want to apply Private Cloud and Virtualization Managment Tools? For example, is there a need for [capabilities and workloads above]?"

Account Details

Company Name

Insider who told us about this project: **1**
John Smith
Information Technology Manager
john.smith@company.com
(123) 456-7899 (Direct)
www.linkedin.com/in/john-smith-123a456

Project Location **2**
123 Somewhere Place
Bethesda, MD 20817
(980) 123-4567 (Main)
http://www.company.com
Industry: Defense & Space
Company Size: 5,001-10,000

Timeframe to Purchase:
within next 12 months

Next Steps
Use the project details to schedule a meeting
"Over the course of the next couple of weeks we're giving presentations on the future of [Private Cloud and Virtualization Management Tools] – would you be interested in one of our presentation teams dropping by your offices? What does your calendar look like for the next two weeks?"

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TechTarget | Qualified Sales Opportunity™ Report — Private Cloud and Virtualization Management Tools

Current Technology Environment **8**

Server deployment methods currently utilized
- On-premises – Private cloud and virtualization management tools
- Off-premises – Private cloud and hosted/managed through a third party

Application vendors currently installed
- IBM
- Microsoft
- NetSuite
- Oracle
- SAP
- VMware

On-Premises Private Cloud and/or Hybrid Cloud

Server Virtualization Platforms Currently Installed
- Red Hat
- VMware

Management functions currently included in on-premises cloud
- Performance monitoring
- Security
- Identity management/sign on
- Automation
- Provisioning
- Create a single management console

Current Install for Private Cloud and Virtualization Management Tools

Private Cloud and Virtualization Management Tools vendors currently installed
- SolarWinds
- VMware vRealize
- VMware vCenter
- OpenStack

OpenStack distributions currently deployed:
- HPE Helion OpenStack
- OpenStack.org distribution deployed by in-house resources
- Red Hat OpenStack

Number of Data Centers company currently has:
- 10 or more

Off-Premises Private Cloud Hosted/Managed Through a Third Party

Off-Premises Private Cloud vendors currently installed:
- Amazon VPC

OpenStack distributions to be deployed:
- RedHat OpenStack
- OpenStack.org distribution deployed by consultants or integrators
- HPE Helion OpenStack

OpenStack distributions being considered for purchase:
- OpenStack.org distribution deployed by consultants or integrators
- HPE Helion OpenStack
- OpenStack.org distribution deployed by in-house resources

Questions? Email us at QSO@techtarget.com.

Qualified Sales Opportunities™ Report | Page 2 of 2

What separates Qualified Sales Opportunities from all other solutions?

The difference is TechTarget's ecosystem. It is literally impossible for any other source to replicate the depth and completeness of the confirmed purchase intent insight in Qualified Sales Opportunities.

- From our audience of 150M annual visitors – 96% of whom come from organic inbound research[3] – across 5,000 unique IT topics. Technology researchers find us because they need this information to guide their purchase decision-making
- The granularity of market segments and the level of detail in the project scoping interviews. TechTarget's sources are first-party owned and operated, not aggregated through third-party ad networks or other partnerships
- With Qualified Sales Opportunities, purchase intent insights are confirmed, not inferred, modeled or "observed"
- Every Qualified Sales Opportunity Insider confirms they are purchasing a specific technology within the next 12 months

[3] SEMRush

To learn more, email us at **QSO@techtarget.com** or contact your TechTarget sales representative today

About TechTarget
TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies.