

Softcat continues sales growth with the help of Europa's demand team.



Softcat is a leading IT solutions and services vendor with offices in Marlow, London and Manchester. The £120m turnover company is one of HP and Microsoft's premier 'Frontline' partners and hence offers the highest level of expertise in HP/Microsoft based solutions. Softcat was number 55 in The Sunday Times Profit Track 100 in 2010.

Already 250 employees strong, Softcat's presence is growing rapidly across all vertical markets, with an expanding salesforce hungry for quality leads.

Jade-Elise Brooke-Read is responsible for marketing in Softcat. She explained:

"To support our continuing sales growth and meet the targets set by our key partners, HP and Microsoft, we needed to implement a whole series of campaigns across a variety of solutions areas and markets, including virtualisation, storage and mobile computing. We operate in a very competitive marketplace; we were keen to differentiate ourselves from the plethora of vendors vying for business here. We have a compelling series of valued added services to add to the product we sell, but we also wanted to ensure that our 'first touch' cold calling and ongoing market nurturing was handled by properly qualified telemarketers and sales developers. We were looking to outsource the demand generation element of these programmes and eventually chose to work with Europa Communications."

"We have found the benefits to working with Europa to be in three main areas: they have proven to be very easy to work with; they offer a higher level of skill in telemarketing and project management than we were used to, and the quality of the final results has been excellent.

"Frankly our sales team are typically cynical about leads generated by outside agencies but once they started to see the detail provided and then started closing business on the back of it, we won them over".

"I feel that Europa's account team have also really added value as an extension to our marketing department..."



Jade added "I feel that Europa's account team have also really added value as an extension to our marketing department, providing excellent proactive advice on strategy, messaging and choice of target data".

Europa's Account Manager Stacey Gray adds: "Softcat has been a delight to work

with and the results could not have been achieved without the client playing its role in terms of close cooperation with us and constructive feedback. Our sales development team responds to positive feedback just like anyone else's and in this case the Softcat sales and marketing people got the best out of us!"

About Europa

Europa is a professional market development and sales resourcing specialist, working with many of the world's largest IT and Communications organisations. We help our clients to build relationships, sales pipelines and quality sales and marketing operations, direct and channel. We provide high quality resources and programmes that integrate seamlessly, with both your own teams and your channel partners, on a flexible, performance driven basis.

Proof of Concept

We are confident we can help you to win business targeting even the biggest international accounts. We know what works and we have the evidence, so contact us now on 01494 739800, or email enquiries@europa.co.uk and we'll get straight back to you.