

Progress® Business Empowerment Success Story

What B&L Information Systems is Saying About Business Empowerment

“Progress® Business Empowerment has helped us focus our account executive sales resources in the most effective way, to generate the biggest payback. The Business Empowerment team has been great to work with and they’ve helped us think more strategically.”

Phil Laney President, B&L Information Systems

Partner Profile: B&L Information Systems

Founded in 1976, B&L Information Systems, Inc. is the leading business control software provider for the Foundry and Die Cast Industries, serving more than 300 companies throughout the world. Foundries and Die Casters require specialized manufacturing business systems — something generic software just cannot provide. B&L products are designed from the ground up for the metal casting industries. Because of this hand-in-glove fit, B&L clients enjoy quick software implementations, with high user adoption rates, resulting in fast payback cycles. Additionally, B&L Information Systems offers a full range of support services from comprehensive classroom training to national users groups, and full technical support.

B&L has limited internal marketing resources and expertise and thus needed assistance with high-level strategic marketing in order to keep their sales force focused on face-to-face selling to qualified prospects. They turned to Progress Business Empowerment for strategic marketing and outbound telemarketing support for a North American Seminar Series held in 28 cities throughout North America to educate prospects about their new Odyssey Software.

Telemarketing support from a third party vendor helped generate attendance at these seminars, but in a number of cases, outbound telesales representatives were able to schedule direct appointments for a B&L sales executive to call on prospects that were unable to attend the seminar. These face-to-face meetings have proven to be highly effective and successful in reducing the overall sales process thus ensuring a greater overall return on investment for B&L.

The results of the campaign are impressive— fourteen customer presentations, twenty-six literature requests, and five new deals closed in just a matter of months. As Phil Laney explains, “In some cases, prospects had received the seminar mailing, followed up by telemarketing support, so we have found the integrated marketing approach very effective in reaching qualified prospects.”

In the words of B&L Information Systems:

“Business Empowerment has strengthened our relationship with Progress. Having been an IBM partner for a number of years, I can truly say we have never received this level of marketing support from a partner before. We are very pleased.”

“The expertise of the Business Empowerment program has helped us improve our strategic focus and ability to track ROI and the effectiveness of our marketing initiatives. We’ve raised our expectations and ability to quantify results.”