



APPTIO™

Apptio is the leading provider of SaaS-based Technology Business Management solutions for managing the business of IT. Apptio enables IT leaders to manage the cost, quality and value of IT Services.

Apptio Reaches Key Stakeholders with LinkedIn Sales Navigator

Challenge:

Difficult to determine people's roles and responsibilities based on title alone

Solution:

LinkedIn provides the sales team with detailed job descriptions of prospects, allowing reps to identify the right people.

Results:

- Reps spend less time prospecting because they can quickly identify appropriate stakeholders.
- InMail lets Apptio initiate contact with people who may be difficult to reach on the phone or via email.
- Sales team would be 30-40% less efficient without LinkedIn.



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“LinkedIn is the closest offering to the sole bearer of truth in content management. The data is as accurate as you can get. This is the most powerful element of the product.”

- Damon Tompkins, Sr. Director of Inside Sales, Apptio