



## About Informatica

The world's largest independent provider of data integration software, Informatica empowers enterprises with actionable insights. Helping over 5,000 organizations across the world realize the full potential of their information assets, Informatica delivers relevant, timely data, giving companies a competitive edge.

With the rise of cloud computing, social engagement, mobile use, and Big Data, more and more organizations are looking to leverage their data. Informatica provides data integration services and business solutions to a wide range of verticals, including insurance, healthcare, banking, telecom, manufacturing, energy, and government. The company currently serves 84 Fortune 100 companies, 87% of the Dow Jones, and over 20 international government agencies.

Sales attainment rate grew 3X in 3 months



### The Sales Challenge

Informatica is looking to capture an emerging market of smaller organizations while continuing to cater to leading enterprises. While virtually every department in prospective organizations can benefit from Informatica's services, identifying key influencers and decision-makers at each organization had been a persistent challenge for the sales team. Even after arduous research yielded hundreds of prospects to pursue, it took time, effort, and plenty of phone-tag to find the right people.

"It was the spray and pray method," explains Aaron Algaier, Manager of Sales Development. "Here are a hundred names—good luck." Worse, contact information they gathered from disparate sources were often outdated or inaccurate. Sales reps needed a tool to streamline research, verify information, and get a foot in the door.

### Sales Navigator: The Results

Sales Navigator enabled Informatica's sales team to spend more time interacting with prospects and less time researching. "The success of this tool is sifting through the mounds of names and distilling them down to those 20 to 30 right people who we should be talking to," says Aaron. Transforming hundreds of disorganized contacts into a prioritized set of relevant targets, the tool helped sales rep Teri Turner's attainment rate skyrocket from approximately 35-40% to 106% in just three months.

The tool has also been critical in finding the most up-to-date info on leads. "Before sending invites to Informatica World Tour 2014, I used Navigator to make sure the person I was inviting was actually in the vicinity of the event," says Teri. Following targeted companies and prospects has given reps invaluable insights to help close a sale. "If they've been at other companies who are customers of ours, it is a great way to find someone who's familiar with us or can provide us with good referral," she adds.

After introducing Sales Navigator to more sales reps, Aaron noticed a striking correlation. "When we looked at all our team members who were above quota, we noticed every single one of them had a high Social Selling Index (SSI)," referring to Sales Navigator's social selling metric that measures users' personal brands, search activity, sharing, and relationships. "That was an ah-ha moment for us," says Aaron.

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## In their own words: What Sales Navigator does for Informatica

### Increasing critical metrics:

*"Our sales team tracks both revenue and opportunities. While Teri struggled in both areas during her first quarters, after introducing Sales Navigator, she has exceeded both these targets."*



**Aaron Algaier**  
Manager of Sales Development

### Gaining insights on targets:

*"I have ah-ha moments all the time... I was a rock star for finding a connection my team didn't know about; it helped us develop a better relationship with the customer as well."*



**Teri Turner**  
Data Integration Sales, Marketing and Technology Liaison

### Saving time and resources:

*"It's made me so much more productive. It's really helping me—and my knowledge is helping me spend my time more wisely."*



**Teri Turner**  
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### Securing stronger results:

*"It's user friendly, and I love the results that I'm getting. I'm getting more targeted connections, and I love how I can organize it."*



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Check out [lnkd.in/sales-navigator](https://lnkd.in/sales-navigator) to learn more about Sales Navigator