



*“With Sales Navigator, we’re able to get deals closed 10 times faster.”*

Lindsey Liranzo  
Global Director, Lead Generation, at Sumo Logic

📍 HEADQUARTERS:	Redwood City, CA
👤 NO. OF EMPLOYEES:	101-250
🏢 INDUSTRY:	Enterprise Software

## Sales Navigator helps Sumo Logic with the heavy lifting of finding leads

### About Sumo Logic

Sumo Logic is a next-generation machine data analytics platform, that delivers real-time, operational and security insights. Founded in 2010, their cloud-native platform consolidates millions of lines of computer-generated log messages into a manageable set of patterns, providing interactive analytics at an unprecedented petabyte scale. With Sumo Logic’s help, IT teams have access to all the information they need to quickly identify and resolve their application, security, and operations issues.

### Finding the right moves to reach prospects

Sumo Logic’s technology is a complete game-changer for the log management and analytics industry. However, finding the right leads for this new technology wasn’t easy, because the company was still relying on old-school tactics: Purchased prospect lists full of outdated information were costing the company both time and money. Compounding the challenge, the tech companies and verticals that Sumo Logic targets are also constantly shifting and evolving.

In this fast-paced and competitive environment, Sumo Logic needed a way to efficiently identify the right

decision-makers within their target accounts – and find better ways to understand those stakeholders’ specific needs.

### Deeper research and faster results

To reach the right leads in a constantly changing industry, Sumo Logic turned to Sales Navigator. “We sell to dev ops, security ops, and engineering,” said Lindsey Liranzo, Global Director, Lead Generation. “Sales Navigator helped us reach the exact prospects we’re looking for, as fast as possible. It’s been the most helpful tool to find those newer niche titles around important tech positions. It saves us a ton of time – and helps us target our messaging to an exact role.”

Alex Hanhauser, Corporate Account Executive, agreed. He found the advanced search feature particularly helpful, and credits it with helping him source and close one of his largest deals. “Through Sales Navigator I was able to learn what technology the company was using in-house and, even better, the technologies that the specific lead was familiar with. That enabled me to really tailor my approach.”

Hanhauser added, "The ability to do advanced searches – for instance, people who've used Amazon Web Services in the high-tech vertical with 0-250 employees – basically cuts my research time in half, probably more."

Sales Navigator Spotlights and Newsfeeds keep Hanhauser updated when prospects change jobs, are mentioned in the news, or when target companies merge or launch a new product. Sales Navigator also empowers his whole team to share contacts and provide referrals for each other.

"Using TeamLink, we can easily figure out who's connected with who – and who can make a warm introduction," he noted. "It's probably the biggest way that Sales Navigator helps the overall team. We're always growing, so there are always new connections."

Learn more about [TeamLink](#)



### Quicker connections with tech leads

In the tech world, speed is so important. Lindsey Liranzo said, "We work in a field that's constantly changing, innovating, and updating. It's really important for us to be the first to get in touch with prospects." Sales Navigator has allowed Sumo Logic to speed their sales process exponentially by helping teams collaborate more effectively to make sales.

According to Liranzo, Sales Navigator has dramatically strengthened the partnerships between lead gen reps and account executives – "Proving time and time again," she said, "that Sales Navigator is the fastest way to make it to the right people, with the right information, and actually close the deal faster."

### Faster deals, powerful results



10x  
faster

Sales Navigator has been so valuable for Sumo Logic that they've embedded it into their sales process. Said Liranzo, "It's a really powerful tool for prospecting, and reps saw the value very quickly. If you're not using Sales Navigator, then you're not going to be one of the top reps."

Liranzo's advice for other companies? "Make sure it's one of the first tools you start using if you're building a new organization or team," she said. "With Sales Navigator, we're able to get deals closed 10 times faster."



*In their own words*

The key features of LinkedIn Sales Navigator for Sumo Logic:

#### MOVING FASTER THAN THE COMPETITION

"No matter how fast we're growing here, Sales Navigator always helps us stay ahead of the competition."



Lindsey Liranzo  
Global Director, Lead Generation, Sumo Logic

#### PREPPED FOR SUCCESS

"My success is based on my ability to prospect and how well I know my customers. Sales Navigator helps me with both."



Alex Hanhauser  
Corporate Account Executive, Sumo Logic

## Finding the right people – and the right approach – with Sales Navigator

Sumo Logic uses Sales Navigator to identify the right leads more quickly and engage them with personalized, highly relevant messaging.

Check out [sales.linkedin.com](https://sales.linkedin.com) to learn more about Sales Navigator.