

CASE STUDY:

Manticore Technology™ Enables Jaspersoft To Develop Real-Time Marketing Intelligence For Improved Decision Making

THE BUSINESS NEED

Jaspersoft is a successful, medium-sized business with the visibility of a much larger organization. Jaspersoft's open source business intelligence suite is the world's most widely used BI software, with more than 9 million total downloads worldwide and more than 10,000 commercial customers in 96 countries. The company also tracks and analyzes tens of thousands of visitors to their web properties every day, along with more than 500,000 page views per month.

Jaspersoft must also deal with unique marketing challenges that come with being a commercial open source company. They need to reach paying customers who want a fee-based Jaspersoft solution with value-added features. At the same time, they must maintain strong relationships with their open source developers who use and improve non-commercial versions of the Jaspersoft product. A sales message designed for the commercial audience would be inappropriate for the developer group. As a result, they need to carefully segment and distinguish their messaging and communications for each of these highly disparate groups.

Jaspersoft was already using their own BI suite for reporting and analysis. But they also realized that an effective marketing automation and communication solution would help them escalate more prospects into the sales funnel, fine-tune their conversion ratios and maximize revenues. The right solution would have to be flexible, scalable, easy to use and able to support an accurate, timely analysis of sales activities.

THE EVALUATION

The company looked at a number of marketing automation solutions, focusing on usability, price and performance. As Nick Halsey, Vice President of Marketing and Product Management at Jaspersoft, explains, "We take pride in offering quality software at a reasonable price. We expect the same qualities in the software we buy." After careful consideration, the company decided on Manticore Technology Enterprise Edition, a fully-featured, marketing automation solution.

Along with competitive lease pricing, the Manticore solution offered extensive capabilities for lead nurturing, lead scoring, lead scoring, precise email marketing management, real-time campaign analysis and list management. Best of all, the solution is intuitive and easy to use – a feature that is highly valued by their busy marketing team.

KEY FINDINGS

With Manticore Technology marketing automation solutions, Jaspersoft has seen:

- 190% increase in the conversion of qualified leads to closed deals
- Generation of more qualified leads
- Improved operational business intelligence based on day-to-day analysis of program results
- Ability to fine-tune lead/conversion ratio targets
- Seamless integration with salesforce.com, Jaspersoft and other popular solutions

THE SOLUTION

The Manticore solution has delivered a number of key benefits for Jaspersoft, including the generation of more qualified leads and an increase of 190% in the conversion of qualified leads to closed deals. Jaspersoft attributes these increases to powerful marketing automation with Manticore Technology that supports effective lead nurturing and lead scoring.

Jaspersoft also appreciates the seamless integration between Manticore Technology and salesforce.com data, since the company uses salesforce.com for customer relationship management (CRM). With Manticore Technology and salesforce.com working together, the company created a comprehensive sales pipeline management solution that fully aligns marketing programs with sales revenue objectives.

Backed by Manticore Technology data, Jaspersoft-generated dashboards are delivered to Halsey's inbox each week, as well as being available on-line at all times. He now has deep visibility into current sales activities, tracking new leads to final conversions by different scoring categories and programs. Email communications are properly segmented for commercial and non-commercial audiences, including sub-sections within each group. He can also adjust scoring up or down according to ratio targets.

“ With Manticore Technology and the Jaspersoft Business Intelligence Suite, we have implemented real-time marketing program analysis dashboards that help us tune and improve our sales funnel on a daily basis. ”

Nick Halsey, Vice President of Marketing and Product Management, Jaspersoft

“With Manticore Technology and Jaspersoft solutions, companies can develop truly operational business intelligence based on more than a rear-view mirror understanding of last quarter results.” says Halsey. “You need day-to-day analysis to support real-time decision making. Manticore Technology and Jaspersoft make that possible. In today's economy, you can't afford to run your business any other way.”

ABOUT MANTICORE TECHNOLOGY

Manticore Technology is a leading SAAS marketing automation solution provider that enables marketers to effortlessly move sales prospects through the pipeline through demand generation, lead management, lead scoring, and lead nurturing, while feeding their sales team invaluable insight about the interests of each lead. Manticore Technology has enterprise customers around the globe, including, Jaspersoft, Sharebuilder 401(k) and PGP. For more information visit www.manticoretechnology.com or call 1.866.Manticore.

ABOUT JASPERSOFT

Jaspersoft's open source business intelligence suite is the world's most widely used BI software, with nearly 9 million downloads worldwide and more than 10,000 commercial customers in 96 countries. The company's Jaspersoft Business Intelligence Suite provides a web-based, open and modular approach to the evolving business intelligence needs of the enterprise. Jaspersoft's software is rapidly updated by a community of more than 90,000 registered members working on more than 350 projects, which represents the world's largest business intelligence community.

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