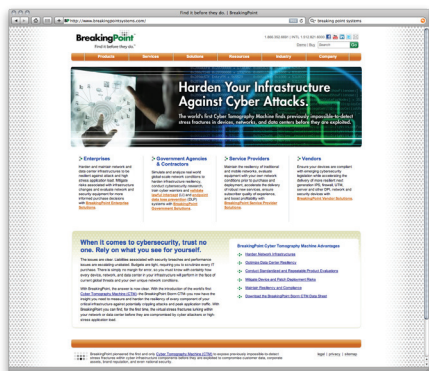




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*“Act-On sits perfectly between Salesforce.com, WebEx and our own web site”*

Kyle Flaherty, Director of Marketing at BreakingPoint



## COMPANY PROFILE

BreakingPoint Systems

## HEADQUARTERS

Austin, TX

## SIZE

25+

Act-On Customer Since 2010

## BreakingPoint Systems Integrates Web 2.0 Marketing Activities For Real-Time Visibility

Having made its mark by pioneering the first and only Cyber Tomography Machine, BreakingPoint Systems is far from a novice when it comes to technology innovation. Exposing previously impossible-to-detect stress fractures within cyber infrastructure components before they are exploited to compromise customer data, BreakingPoint has become the standard by which governments, enterprises and service providers determine the resiliency and security of their cyber infrastructure.

With cyber attacks on the rise, BreakingPoint has been experiencing explosive growth. The company posted revenue growth of 280% in 2009 and marked its eighth consecutive quarter of record revenues. The company also expanded its offerings with the launch of a new line of technologies, products and services—doubling the size of its research and global sales organization.

### THE CHALLENGE

One of the key drivers behind BreakingPoint’s leadership position in the cyber security space has been the company’s active role in content marketing and thought leadership. Despite having a small marketing team of less than five full time employees, the company provides

an extensive resource library which includes:

- Resiliency Methodologies
- How-To Guides
- White Papers
- Webcasts

With the company re-launching its web site and stepping up its social media efforts to support the launch of the new products and services, BreakingPoint’s VP of Marketing Pam O’Neal decided it was time for the company to invest in a solution that could better integrate its various efforts.

“From an execution standpoint we needed the ability to automate some of the campaign functions our team had been performing manually,” said O’Neal. After patching together data from different sources, including web site analytics and webcast registration reports, O’Neal added that an integrated reporting tool was also important. “We were wasting a lot of time manually moving data back and forth between different tools. Our goal was to move to a 360-degree-view of how are various campaigns were performing and where we were getting the best return from our marketing investments.”

A veteran of marketing automation deployments, having used Eloqua

at a previous company, O'Neal knew it was critical to find a solution that could easily integrate with the company's Salesforce CRM system and also have a short learning curve for her team. "We had a limited budget and couldn't afford an extensive training period or a lengthy rollout. We needed to be and running quickly to support the expanding sales team," O'Neal said.



## THE SOLUTION

In February 2010, BreakingPoint signed on with Portland, OR-based Act-On Software, Inc., an innovative provider of integrated online marketing services for the Fortune 5,000,000. O'Neal said key factors in choosing Act-On were the system's ease of use and the built-in integration Act-On provides with Salesforce.com and WebEx.

"I've been working with marketing automation systems for years now and the challenge with enterprise class systems had always been the ability to deliver the functionality and reporting marketer's need without the complexity," O'Neal said. "The system was really easy for our team to learn and use and the integration into Salesforce was seamless. We were up and running tracking leads from our web site and providing visibility into CRM database in less than a week."

Kyle Flaherty, Director of Marketing at BreakingPoint, added that Act-On's out-of-the-box integration with both WebEx and Salesforce.com, helped to avoid the manual data transfer processes the company had been doing between these two key platforms. "Act-On sits perfectly between Salesforce.com, WebEx and our own web site," Flaherty said.

While BreakingPoint's marketing team had previously handled the invitations, reminders and registration reports for its webcasts manually, the Act-On tool integrates with the WebEx service platform and adds comprehensive pre- and post-event marketing capabilities around webinars. The solution sets up automated promotion and reminder programs to help drive attendance and then also simplifies the data management process on the back end with tools to provide prospect scoring and behavioral segmentation for follow-up.

## THE BENEFITS

In addition to setting up the core registration forms for web events, another key benefit Flaherty has seen from working with Act-On is the ability to easily build other custom forms to track and measure sign-ups from different channels. "We are able to quickly develop registration forms that we use in all of our promotions for the event. But then after you create the initial form, the real magic begins. The Act-On system allows you to generate additional URLs to the same form simply by hitting the 'more' button," Flaherty explained.

Since BreakingPoint is actively promoting their webinars, content and thought leadership via social networks, Flaherty said the company has been tapping into Act-On's new Twitter Prospector application. Flaherty said the ability to measure and track the activity of prospects from social networks via Act-On has been a key benefit.

"The real-time reporting the Act-On system provides allows us to track views and submits from different

sources,” Flaherty said. “We can immediately see what is working in terms of promoting our webcasts and extending content offers and this enables us to make important decisions about where we are focusing our time and investments.”

In addition to the ease of use and functionality of the software, Flaherty point out that another key benefit of working with Act-On has been the customer support. “Any time we have requests for customization or support we get a response the same day and the request is generally handled right away. It almost feels like they are an additional team member because they share ideas on campaigns and tactics and are so in tune with our needs,” he said.

## THE FUTURE

As BreakingPoint looks to continue its impressive growth streak, O’Neal and Flaherty are focused on helping to support the company’s expanding sales team by driving deeper intelligence and integration between Act-On and Salesforce.com.

Unlike the majority of marketing automation platforms, Act-On does not automatically bring across the entire Salesforce database. Instead, it allows BreakingPoint to decide just how much to bring across, and then it keeps this subset in sync and up-to-date. Rather than moving across its entire database, BreakingPoint has been marketing to the members of specific campaigns within Salesforce campaigns.

In order to provide visibility to the sales team, the Act-On system automatically updates the contact and lead records in Salesforce, by adding all the marketing touch points (such as emails sent, clickthroughs, webinar registrations, webinar attendance, white paper downloads, website visits, and more) to the respective activity histories. In addition, the system allows Salesforce users to directly send pre-templated and fully-trackable emails to a lead or contact, simply by pressing the “Send Act-On Email” button.

Once the deeper integration in Salesforce is achieved, Flaherty said BreakingPoint will begin to delve into the more sophisticated functionality Act-On offers, such as automating dialogs via lead nurturing and better qualifying prospects with dynamic lead scoring.

## About Act-On Software

Act-On Software’s Integrated Marketing SaaS Platform is rapidly becoming the foundation for successful marketing departments in organizations of all sizes.

Act-On’s highly intuitive user interface, Instant-On™ database, and complete online marketing tool set, have enabled the accelerated adoption of marketing automation technologies by smaller marketing teams without dedicated database maintenance, process analysis and IT support.

Act-On Software is located in Portland, Oregon, and is backed by Trinity Ventures, US Venture Partners, Voyager Capital and Cisco.

## Contact Us:

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