Business Overview

Founded:
1984

Employees:
71,883 (2016)

Annual revenue:
$49.24 billion (2016)

Industry:
Networking equipment

The Customer

Cisco Systems, Inc is the world's largest networking company. Founded in December 1984 by two Stanford University computer scientists, the multinational technology conglomerate develops, builds, and sells a range of innovative high-technology products from its headquarters in the heart of Silicon Valley. As a result, they have become one of the best-known technology companies on the planet, with the name Cisco now being synonymous with intelligent, high-quality solutions for businesses across all sectors and of all sizes.

The Challenge

Adding leads to top of sales funnel

In order for any business to remain profitable, it is imperative that they have access to a constant stream of new potential customers. Sourcing such leads in-house can be extremely time-consuming, even for a company as large as Cisco; especially when the team is up against a wealth of outdated, invalid contact details or those that will only see them being met by gatekeepers. Naturally, the team at Cisco understand the importance of accurate and high-quality data in order for their marketing to be as effective as possible, and so they began looking for a solution that would enable them to have access to direct and error-free company intelligence. Ultimately, they made the decision to purchase access to the Brazil database at Global Database.

The Solution

Accurate data, better quality leads

At Global Database, we have over 5 million contacts across 195 countries, and our high data accuracy rate means you can build efficient lists from scratch without having to compromise on quality. Our databases are fully searchable using a range of different filters such as seniority level, business employee size and sales volumes, so that our customers can find exactly the right kinds of people to target.

We also have incredibly high standards when it comes to our data accuracy, and this is reflected in every aspect of our business. We compile our data only from legitimate and authoritative sources, such as annual reports, telephone interviews, Companies House and stock exchanges, and we ensure its validity through a number of consistent checks. These include testing every email address on a 30-day basis, as well as manual checks by a team of in-house experts each and every day. As a result, we have an impressive accuracy rate of 93 percent – one of the highest in the industry.

The Results

Increase in sales

By purchasing a database with Global Database, Cisco gained access to some of the most accurate company intelligence on the market, and as a result were able to add higher quality leads to the top of their sales funnel, all of whom were able to contact directly and avoid wasted time and effort attempting to get past gatekeepers.

All of our database purchases allow access for a whole year, and we add new data and updates every day. This means that Cisco will be able to benefit from a consistent stream of new leads, and they will also be able to regularly export their new lists of professionals from the database, for free and with no limits.