MEGA International Case Study

MiDataView

Increased Pipeline with MiDataView at Reduced Cost

The Business Problem

MEGA International has been facing challenges in procuring the targeted business list for their sales and marketing process. MEGA was looking for a research partner to research targeted list of prospects to build a great sales pipeline for their enterprise architecture solution for digital transformation. In addition, they wanted the vendor partner to provide research services for different countries which were non-English speaking countries. They were spending a considerable time of time in target lead research instead of focusing on building pipeline and closing deals.

MiDataView Solution

MiDataView Target Research Service was the best fit for the type of problem MEGA has been facing. The engagement started with couple of project for Singapore and then the partnership grew to the entire APAC region. MiDataView researchers have been assisting MEGA with the best leads in the entire APAC region. The partnership included the research of highly focussed job titles that would be interested to talk for deploying MEGA solutions.

About MEGA

MEGA International is a global software firm helping companies manage enterprise complexity by giving them an interactive view of their operations. Executives gain the visibility and information they need to make the right choices for effective governance and for striking the right balance between capacity for innovation, cost optimization, and risk management. Backed by HOPEX software and MEGA services, companies can boost business and IT agility in today's disruptive business environment.

Country: Singapore
Industry: IT Software

"MiDataView is the leading provider of business data through its all-in-one platform called SMART platform. MiDataView SMART Platform offers business intelligence to help organizations accelerate revenue and profitability. The platform helps you find targeted leads, build stronger pipeline and grow your customers."

"We are pleased and satisfied by MiDataView services, ready to do more business with you soon…"

- MEGA International