

Mobile and Security Testing

About the Company




The Company is a mobile security testing start up that detects and sorts security malfunctions in the mobile phones. Recognized as one of the top 10 service providers in terms of mobile security solutions, it is based in Singapore with offices in India. Through the use of cloud based security software, it conducts regular security audits and fixes vulnerabilities that may hamper the functioning of mobile phones.

Problem Statement:

To get hold of more enterprise customers who will value the nuances of their security solution.



Proposed Solution

-  To prepare a B2B list that systematically targets companies that are more likely in need of the services offered by the client.
-  Set up an active inside-sales team for customer acquisition.
-  The list building and lead generation processes must be carried out independently.

Results

- About 50 meetings were generated in a quarter for the client and 31 of them converted into qualified leads for further business.
- In comparison to the early meetings ratio, the present one was augmented by 8X.

Project Execution:

Singled out industries with a predisposition to use such software and thus have a clear idea about its implementation and benefits.