

CASE STUDY

How **Aruba**, A Hewlett Packard Enterprise Company, leverages the RingLead Data Quality Platform



Overview

The Company

Aruba Networks, a Hewlett Packard Enterprise company, is a leading provider of next-generation network access solutions for the mobile enterprise. The company designs and delivers Mobility-Defined Networks that empower IT departments.

Industry

Technology & Network Solutions

Challenge

Aruba's customer data did not meet their business standards, causing missed revenue and misalignment across their entire organization.

Solution

The RingLead Platform

Results

Since deploying RingLead, Aruba has dramatically improved the quality of their data, removing existing duplicates and preventing new duplicates from lists, web forms, and manual entry. With ongoing automated data hygiene, their data is cleaner, more actionable, and optimized.

Saved \$100k
on Marketo
subscription

**Boosted MQL
conversion rates
by 307%**

Business Challenge

The Aruba demand generation team was translating leads into MQLs, but they didn't have any confidence in their data and had a very low conversion rate. The team had 1.3 million records in their database—duplicates were rampant and historical data corrupt. This resulted in an inability to build an accurate lead qualification system.

The sales team was calling the same contact multiple times and had a very difficult time managing the data manually. It was nearly impossible for them to qualify leads with the information they had. They needed to eliminate duplicates and find a way to tell a compelling story during their sales process. In turn, they would be able to score leads properly and match customer needs more accurately to their solutions.

Overall, Aruba's customer data lacked integrity. Aruba was not able to maximize ROI on their CRM and marketing automation investments.

Solution

Aruba the RingLead Data Quality Platform to clean their data, remove duplicates, and prevent dirty data from entering their system going forward. They also leveraged data enrichment in their web-to-lead strategy to gain more holistic views of leads entering their system. Implementing the RingLead Platform gave Aruba Network's data operations team the ability to merge leads and keep the history in Salesforce.

Results

- **620k duplicates** eliminated: 1.3 million records reduced to 680k
- Increased MQL **conversion rates from 1.4% to 5.7%**
- Supercharged the overall marketing campaign effectiveness
- Accurate and complete call list information yielded a significant increase in call center productivity and effectiveness
- Saw immediate ROI on the RingLead Data Quality Platform



*After we implemented RingLead's solutions, our lead conversions **TRIPLED** in a very short time! RingLead does what it promises to do!*



Deepak Kumar

Manager, Marketing Operations

