

# SAP-Televerde Partnership Results in 41% YoY Increase to Mid-Market Pipeline



## Our Client

SAP is one of the world's leading software producers for business process management, developing software solutions to help organizations manage their data and information flow effectively. The company helps organizations of all sizes run their business profitably, adapt continuously, and grow sustainably.

Furthermore, SAP enables organizations to seamlessly combine operational data on business processes with emotional data such as purchasing experience and customer feedback, allowing organizations to better understand and respond to their customers.

## The Challenge

Going into the mid-market space, SAP needed to build volume at scale and drive digital first while shifting from old sales and marketing relationships into new ones. However, there was a disconnect between sales and marketing. The first step was **to focus on education and restructuring the relationship**, and then resetting what the sales team could expect from marketing.

The second step was **to identify the new marketing technologies that were most strategic to drive mid-market sales**. They needed to be able to test and optimize these new technologies quickly and deploy just as fast. Another concern was extending to an external sales channel since partner equity was crucial. SAP had to ensure they were distributing leads in an equitable manner.



Rapid time to value



Incremental value driving demand to partners



41% YoY increase in contribution to mid-market pipeline



Rapid improvement in AE/BDR communication



Increased sales and marketing alignment

## The Solution

SAP engaged Televerde to implement best practices and ramp up its sales and marketing. To ensure the two teams were aligned, Televerde kept open lines of communications with the SAP sales team, defined KPIs, and set the stage with an outline of expectations for the partnership. The first goal was **to improve communication and trust between sales and marketing, helping them work in tandem as allies.**

With six to seven portfolios of solutions for the mid-market range, SAP needed a way to identify and match solutions to its customers and route them to the right account executive or nurture track. Televerde put its business development representatives (BDRs) to work—qualifying leads, getting a better understanding of the customer’s pain points, and making sure the lead is routed to the right team.

Running outbound with the right team was important because SAP needed people who knew the right outbound plays, who to run them to, and were flexible enough to pivot back and forth. Throughout the process, Televerde used the best-of-breed technologies to optimize campaign results and deliver real-time insights to SAP.

## The Results

SAP managed to get the mid-market phase up and running in less than three months after aligning with Televerde to determine what would work for them. Expanding its partner ecosystem came with its challenges, which SAP could address quickly and effectively with Televerde’s help.

Televerde continues to be one of SAP’s main demand partners—consistently exceeding expectations year-over-year (YoY). In fact, SAP managed to **increase their contribution to the mid-market pipeline by 41% YoY.**



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**Need help  
balancing the  
day-to-day  
demands of  
reactive customer  
support services?**

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### About Televerde

With 30 years of experience, we are ready to support you and your customers’ success.

#### Our Story

Founded in 1994, Phoenix-based Televerde is a fully integrated sales and marketing technology organization with a proven execution model for generating demand, accelerating sales, and supporting customer success.

#### Our People

Televerde believes in second chance employment and strives to help disempowered people find their voice and reach their potential. Seven of Televerde’s 10 engagement centers are staffed by incarcerated women, representing 70 percent of the company’s 600+ global workforce.

#### Our Clients

Televerde has helped the world’s leading B2B companies including SAP, Adobe-Marketo, and Pulse Secure drive engagement, pipeline, and revenue. We have generated more than \$14B in revenue for our clients.

