

## IT Focus Case Study - SCC

**Found in 1975, SCC is Europe's largest independent IT Group specializing in technology solutions around infrastructure. Their growth over this 35 year period has been sustained thanks to a strong customer ethic and progressive management objectives. Today SCC has a £2.5 billion turnover and is represented in 7 European Countries.**

### **The Client Challenge**

SCC already has a well-established telemarketing function utilising both in-house and external resources. They use telemarketing as a lead generation, appointment setting and event invitation tool. It is used by all areas of SCC's business and is deemed a critical element of the SCC sales and marketing strategy.

### **The Business Solution**

The culture within SCC is based around continual improvement and as such when a simple email campaign landed in the Sales Director's inbox her attention was grabbed by the IT Focus specialisation in the IT sector and impressive client list. Upon further discussion with IT Focus their honesty, integrity and experience of running Vendor led campaigns convinced SCC to engage IT Focus for a specific HP Virtualisation campaign. This was a call out program to convey a sales message relating to a particular product. IT Focus worked the data, qualified opportunities and referred the leads / appointments back into the SCC business.

### **The Business Benefits**

SCC started working with IT Focus in February 2009 and since that point has commissioned three campaigns each offering excellent return on investment. From a recent campaign with a spend of £7,000 IT Focus unearthed in excess of £600,000 of opportunities for the SCC sales team.

Should the target not require the product or solution which the campaign is led with, the IT Focus team are adept at seeking opportunities away from the primary campaign message and are thus maximising the potential for SCC with every call.

As many of the campaigns are part funded by vendors the excellent reporting provided by IT Focus has enabled SCC to, in turn, report back into their sponsor showing genuine business driven as a result of the campaigns.

### **On-going Relationship**

Whilst SCC will continue using multiple agencies and also some in-house expertise they have been impressed enough by IT Focus to introduce them into other areas of the business and also to commission further projects. IT Focus is now an approved telemarketing partner for SCC and continue to work with them on campaigns designed to drive business.

