

# Strengthening RevOps to support GTM teams

Using SalesIntel to improve  
efficiencies and boost revenue

Openprise is a RevOps automation platform, helping companies accelerate their funnel flow and drive efficient revenue growth.

Industry: Information Technology,

Year Founded: 2017,

Company Size: 100-150

[Visit their website](#)

**OPENPRISE™**



Ed King  
Openprise  
CEO and Founder

Ed King, Openprise CEO and Founder, and his team believe that great processes and data are the keys to success, so it was a no-brainer to partner with SalesIntel for their data needs. Despite all of their wins, their RevOps team identified areas where SalesIntel could help them improve.

These all center around workflow efficiencies and internal standardization. Openprise has since been able to solidify internal efficiencies and build best practices that promote the business's overall success.

## Challenge

By the nature of his role, Ed King oversees multiple business priorities including growing efficiently, establishing their product category and reference architecture, and building a best practice framework for their RevOps team.

However, the organization needed to improve customer retention and more clearly quantify ROI. They also relied too heavily on individual sales players, instead of strong sales plays. In order to improve their processes across the board, the strategy had to be set with their RevOps function.



## Solution

Like most organizations, RevOps is a strategic team at Openprise. They are the super glue that holds everything else together -- maximizing growth, efficiency, and revenue quality. They were able to operationalize their data to make a significant difference. They did this in three ways:

- 1. Make it Good** - They placed new rigor on the data they received, using SalesIntel to enrich and increase the quality of that data.
- 2. Make it Yours** - Now that they were getting high-quality data, they segmented it properly to make it their own. Through scoring, grading, and tiering, this data now meant something to Openprise.
- 3. Make it Useful** - You have to be able to put this high-quality data to good use to see the return. Using SalesIntel, Openprise maintained its total addressable market and successfully ran effective Account Based Experience (ABX) campaigns.

## Benefits

The team at Openprise has proven that RevOps teams have a crucial role in the success of how their B2B data is used. In partnering with SalesIntel, they have fundamentally transformed their business and fine-tuned their function.

Some of their most stand-out benefits include:

- » Well-defined Ideal Customer Profile (ICP), Total Addressable Market (TAM), and Total Relatable Market (TRM)
- » Repeatable ABX sales motions
- » Increased average contract value



## Summary

Openprise discovered the importance of involving their RevOps leaders in their data and campaigns. In this process, they were able to develop successful, efficient, and effective business operations. Defining lead quality, measuring markets, and enhancing workflows took them to the next level. And they aren't slowing down any time soon!