16% increase in pipeline velocity, 68% less time spend on search:

How Compugen Rebuilt Prospecting with SalesIntel

34%
More
Qualified Leads

28%
increase in
conversion

"

"SalesIntel empowered us to connect with the right decision-makers faster. With accurate, real-time data and intent signals, we dramatically improved our pipeline quality and focused on opportunities that truly matched our ICP. This partnership has been a game-changer for our growth."

Business Development Lead,
Compugen Systems

Overview:

You wouldn't expect an IT services leader to get tripped up by bad data.

But even the best tech companies hit a wall when decision-makers stay hidden behind outdated spreadsheets.

Compugen Systems is known for creating transformative technology experiences. From modern workspace and hybrid IT to managed and field services, they enable organizations to stay ahead. But to deliver those outcomes, they first needed to find and connect with the right people.

And therein lay the problem. Their prospecting engine needed a tune-up. And it was costing them more than just time.

The Challenge:

Compugen Systems had the skills, services, and solutions.

What they didn't have was a clear path to the right buyers.

Despite being laser-focused on their Ideal Customer Profile (ICP), their data sources were too scattered and stale to build meaningful pipelines. Reps spent hours researching contacts, only to end up reaching the wrong people or hitting dead ends.

Let's break it down:

No Clear ICP Filters to Guide Prospecting
They knew who they should be talking to. But they lacked the tools to segment the market accordingly. Without precise filters, the ICP remained an idea instead of a working list.

No Access to Decision-Makers
There's nothing more frustrating than calling a great-fit company and not knowing who makes the buying decision. Their reps were flying blind. And no amount of cold calling could solve that puzzle.

No Way to Prioritize with Intent or Tech Signals
They wanted to reach companies already in-market or already using relevant platforms. But without technographics and intent data, it was a guessing game. And a slow one at that. In short, they were pouring water into a leaky bucket. It wasn't about the volume of outreach anymore. It was about getting smarter with targeting.

The Solution:

The turning point came when Compugen plugged SalesIntel into their process.

It wasn't just a new data tool. It was a new way of thinking about outreach.

Let's walk through how it helped:

Defining and Refining the ICP
With SalesIntel's filters, Compugen could zero in on companies based on size, location, industry, tech stack, and more. Suddenly, ICP wasn't a slide in a strategy doc. It was a living list they could actually act on.

Reaching the Right People, Not Just People
SalesIntel's human-verified contact data gave their reps reliable information like names, titles, direct dials, and emails. No more digging through LinkedIn for hours. No more second-guessing if they had the right contact.

Layering in Technographics and Intent
Now, instead of targeting every company with a pulse, they focused on those actively using specific IT platforms or those showing intent to buy. That meant fewer cold calls and more warm conversations.

Chrome Extension = On-the-Fly Prospecting
Even better, their reps didn't need to leave the browser. SalesIntel's Chrome Extension made real-time research painless. It felt less like prospecting and more like productivity.

The Results & How We Know the Problem Was Solved:

We could throw big numbers at you, but let's make them real.

34% More Qualified Opportunities

When you only target who matters, magic happens. With a refined ICP and verified contacts, their lead quality went through the roof. These weren't just names, they were sales-ready opportunities.

68% Less Time Spent on Research

No more three tabs, two tools, and a spreadsheet dance. Their team reclaimed time, which meant more calls, better emails, and less burnout.

28% Increase in Conversions

Because their conversations were sharper, their results followed suit. Outreach became tailored. Pitches felt personal. And buyers responded.

16% Faster Pipeline Velocity

Leads didn't just enter the pipeline. They moved through it. Quicker than before, and with more intent.

Conclusion:

Compugen didn't need to reinvent their offering.

They just needed to stop guessing who to talk to.

SalesIntel gave them the visibility, accuracy, and targeting precision they were missing. From real decision-makers to real-time insights, it all added up to a sharper, faster, smarter sales motion.

And the best part? It didn't just improve metrics.

It gave their team breathing room. Clarity. And confidence.

Don't just be inspired by results, create your own. If this success story sparked ideas, let's turn them into action. Request your demo today and get a walkthrough tailored to your goals.

Request a Demo