How HelpSystems Witnessed 35% Growth in Pipeline Generation Without Extra Headcount

25% increase in prospect engagement

50% decrease in research time

> "The SalesIntel portal and RevDriver have significantly improved our sales process and pipeline generation. With robust search capabilities, smooth HubSpot and LinkedIn integrations, and mobile access, our BDRs and AEs swiftly identify key prospects. The blend of intent automation and human-verified data reduces research time and boosts team alignment, enabling us to deliver our cybersecurity solutions more efficiently. Thank you, SalesIntel!"

Jasmine Dash,
Sales Operations Coordinator

Overview:

Fortra (formerly HelpSystems) has long been a leader in security and automation, evolving to tackle modern cybersecurity challenges head-on. By delivering cutting-edge solutions in data security, infrastructure protection, managed services, and threat intelligence, Fortra acts as a trusted ally, enabling organizations to operate securely in a constantly shifting threat landscape.

However, despite its robust cybersecurity offerings, Fortra faced a critical challenge: an inefficient prospecting and outbound sales process that hindered its ability to engage high-intent buyers quickly.

The Challenge:

Fortra's Marketing team successfully generated leads, but sellers needed a more agile way to identify and engage high-value prospects independently.

"Our Business Development Representatives (BDRs) and Account Executives (AEs) needed a way to cut through the noise and zero in on their ideal potential customers with ease. Without a powerful search functionality, prospecting took too long, making it difficult to engage high-value opportunities efficiently."

The inefficiencies in their outbound process led to:

Lengthy Research Cycles
Without a single, unified platform, sales teams wasted time searching multiple sources for decision-makers and account intelligence.

Limited Prioritization
Identifying in-market prospects and prioritizing outreach based on real intent signals was challenging, leading to missed opportunities.

Underutilized Resources
While marketing-led leads were strong, sellers lacked efficient tools to find and qualify new prospects beyond those leads.

Manual Workflows
Excessive manual effort in research and lead generation took time away from strategic selling activities, leaving high-value accounts untapped.

Fortra needed a smarter, more automated way to bridge the gap between Marketing and Sales, enabling teams to find and engage the right prospects with precision.

The Solution:

"SalesIntel's portal is truly a game-changer and a one-stop solution that our BDRs and AEs have harnessed to streamline prospecting. The seamless integration with HubSpot and LinkedIn Sales elevates our engagement strategies to new heights. With the RevDrive component, our team can access the portal on the go, unleashing a wave of productivity that's transformed the way we operate."

Fortra turned to SalesIntel to revolutionize its prospecting, outreach, and sales engagement. By implementing a suite of SalesIntel solutions, Fortra eliminated inefficiencies, improved sales autonomy, and accelerated deal cycles.

Fortra needed to fix the root problem: inefficient prospecting.

They partnered with SalesIntel to give both Marketing and Sales teams a shared, data-powered system that actually worked for them.

Here's how things changed:

A Single Source of Truth
Using SalesIntel's RevDriver, Fortra consolidated critical company and contact data into one clean, searchable interface. No more tab overload. Just insights on demand.

Work Where You're Comfortable
With seamless integrations into HubSpot and LinkedIn Sales Navigator, reps could prospect inside their daily tools. No toggling. No friction.

Smarter Prospecting, Faster
SalesIntel's real-time intent data paired with human-verified contact information helped reps identify in-market buyers and prioritize them. Outreach became faster and more effective.

The Solution:

Unlimited Access, Zero Constraints
With unlimited data and enrichment, the team expanded into new segments without worrying about data limits or outdated contacts.

One Team, One Workflow
Marketing and Sales used the same data, the same insights, and the same platform. Cross-team alignment wasn't a process anymore. It was just how they worked.

"Combine that with fantastic features like intent automation and human-verified data, and our outbound process is revolutionized! We've slashed research time and rapidly pinpointed the perfect prospects, allowing for more strategic outreach."

The Outcome:

"As a result, we're delivering our cutting-edge cybersecurity solutions to the market faster and more efficiently than ever before. The impact has been nothing short of remarkable!"

When data isn't a blocker, results show up fast.

Here's what Fortra unlocked with SalesIntel:

40% reduction in research time. Less manual digging. More time spent engaging prospects.

25% increase in prospect engagement. Better timing and targeting turned more cold touches into conversations.

35% growth in pipeline generation. With the right tools and intel, reps reached more buyers in less time.

Improved sales and marketing coordination. Everyone moved in sync from lead to close.

Clean CRM and deeper market reach. Unlimited enrichment helped scale efforts without sacrificing data quality.

Fortra's journey with SalesIntel shows...

Fortra's journey with SalesIntel showcases the power of accurate data, real-time buyer intent, and seamless automation in transforming outbound sales strategies. By eliminating manual prospecting inefficiencies and equipping sales teams with instant access to high-quality intelligence, Fortra not only optimized its pipeline but also secured a stronger foothold in the competitive cybersecurity market.

SalesIntel didn't just improve Fortra's sales process, it empowered teams to operate smarter, faster, and more effectively than ever before.

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