From Apollo to Accuracy:

OnDefend Improves Workflow Efficiency by 25% with Smarter Targeting

12%
QoQ pipeline growth

25%
increase in workflow efficiency

"As a former VP of Revenue Operations who has run countless sales and marketing campaigns using ZoomInfo and Apollo, I can confidently say SalesIntel's technographic data is in a league of its own."

Julie Nelson,
Strategic Growth Advisor, OnDefend

Overview:

OnDefend helps organizations proactively prepare for and defend against cyber threats through cutting-edge threat simulations, cybersecurity services, and strategic consulting. Based in North America, they support security and risk teams with solutions designed to anticipate, test, and improve their cyber resilience. As OnDefend scaled their go-to-market efforts, they needed precision targeting capabilities to identify exactly which technologies prospects were using to deliver more effective, personalized outreach.

The Challenge:

OnDefend's growth ambitions were being hampered by fundamental data quality and targeting limitations with their existing platform, Apollo. As a cybersecurity company, precision in identifying prospect technology stacks was critical to their sales success, but their current solution was falling short of their needs.

Key Challenges:

- **Outdated or missing technographic data** made targeting unreliable and forced reps to guess about prospect technology environments

- **Inconsistent contact quality** created friction in outreach campaigns and damaged sender reputation

- **Limited customer support** slowed execution and momentum when issues arose

- **Lack of visibility** into prospect technology stacks reduced the team's ability to craft targeted, relevant messaging

- **Manual research requirements** forced sales reps to spend valuable time on data validation instead of selling

- **Slow pipeline creation** due to inefficient targeting and poor data quality

The Solution:

OnDefend made the strategic decision to switch from Apollo to SalesIntel, immediately upgrading both their data quality and targeting capabilities. This transition provided the team with comprehensive, human-verified data they could trust to drive their go-to-market efforts.

Key Solution Components:

- **Comprehensive technographic coverage** that identified exactly which products and versions prospects were using

- **Human-verified contact data** that eliminated the guesswork and friction from outreach campaigns

- **Real-time intent signals** that helped prioritize accounts showing active buying behavior

- **Responsive, hands-on support team** that worked side-by-side with OnDefend during onboarding and beyond

- **Laser-focused targeting capabilities** that enabled more relevant and personalized outreach

- **Streamlined research process** that cut hours from the sales cycle and allowed reps to focus on selling

The Outcome:

The switch from Apollo to SalesIntel delivered immediate and measurable improvements across OnDefend's sales operations. The team gained deeper technographic insights, cleaner contact data, and a more responsive support experience that transformed their ability to target prospects effectively.

Results:

- **12% Increase in pipeline** quarter after quarter

- **25% increase in workflow efficiency** from cleaner data and faster account targeting

- **35% boost in technographic visibility** compared to their previous Apollo setup

- **40%+ reduction in research time,** allowing sales reps to spend more time on actual selling activities

- **Improved outreach quality** through better technology stack visibility and targeting precision

- **Enhanced pipeline creation backed** by reliable, actionable prospect intelligence

- **Stronger seller confidence** in data accuracy and platform reliability

> **"As a former VP of Revenue Operations who has run countless sales and marketing campaigns using ZoomInfo and Apollo, I can confidently say SalesIntel's technographic data is in a league of its own. The data is consistently current and accurate, going far deeper than a basic vendor list, down to product names and versions. That's a level of precision we simply didn't have before, and it's become the foundation of our most effective targeted outreach at OnDefend."**
>
> – Julie Nelson, Strategic Growth Advisor, OnDefend

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