

Cisco, Sourcefire, ADX Honored With First Sales & Marketing Alignment Awards



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One of the most critical elements of any successful demand generation program is a common set of goals, measurements and processes among the sales & marketing department. That is why in this edition of DemandGen Report we are proud to profile three leading organizations as part of our first annual **Sales & Marketing Alignment Awards**.



This year's winners range in size from Fortune 100 firms like Cisco Systems-- using alignment to optimize its SMB outreach--to fast track SMBs like Sourcefire—relying on alignment tools to reach big banks, government agencies, and mega retailers.

The common ingredients among these firms is their success in using tools such as **lead scoring**, email/web tracking and **real-time alerts** to increase the efficiency of their sales and marketing teams and ultimately close more business.

Here is a look at this year's winners:

Enterprise Winner: Cisco Systems ([Click for full company profile](#))

Utilizing **eTrigue** for lead scoring and activity tracking, the automation tools are helping Cisco's call centers prioritize which prospects to target and then improving the results in scheduling qualified appointments for sales partners. The company's marketing team credits the eTrigue solutions for helping Cisco **increase appointments with SMB prospects by 25%**.

SMB Winner: Sourcefire ([Click for full company profile](#))

Sourcefire recognized the need identify likely buyers and has utilized **Eloqua** to create an advanced lead-scoring program. The program allows Sourcefire to evaluate and adjust the quality and quantity of its leads based on feedback from the company's sales organization. The lead scoring system has been able to show a **25% increase in sales productivity**.

Fast Track Winner: ADX ([Click for full company profile](#))

For the introduction of its CommerceMail service in late October of 2008, ADX deployed the **Genius** platform for real-time marketing and sales analytics and the results have been both fast and dramatic—enabling ADX to capture **60 qualified leads** for their new service in the first 90 days.

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