

WEAPONIZING SALES & MARKETING WITH PREDICTIVE REAL-TIME LEAD RANKING

Jere Helenius

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PALO ALTO NETWORKS?



***PROTECTING OUR WAY OF DIGITAL LIFE BY
PREVENTING SUCCESSFUL CYBERATTACKS***

NEXT-GENERATION SECURITY PLATFORM

More than 34,000 customers

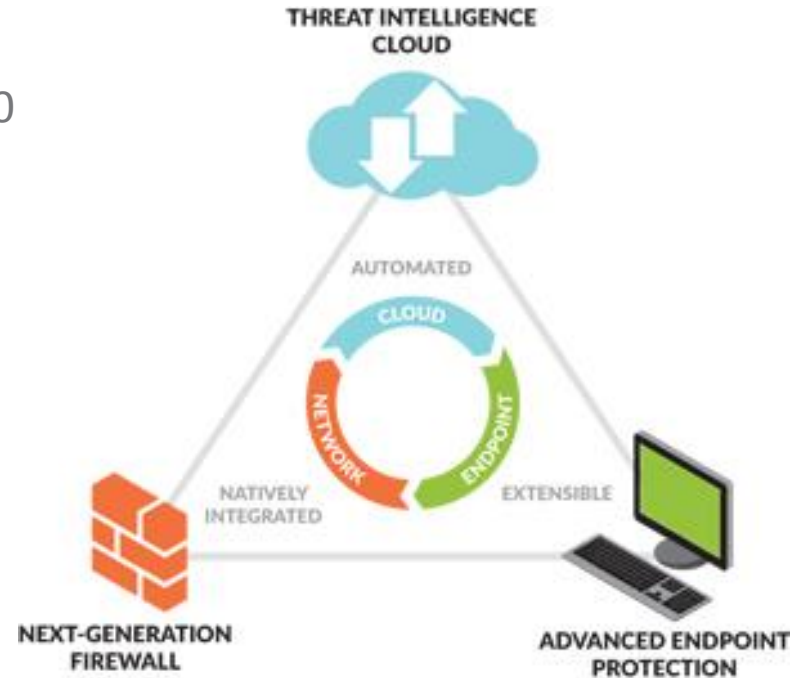
Over 85 of the Fortune 100 and half of the Global 2000 rely on us to improve their cybersecurity posture.

Fiscal year 2016 revenue was \$1.4 billion

A 49% year-over-year increase – growth that significantly outpaced the industry.

More than 3,750 employees

Ranked #1 as “best place to work” in the Bay Area by SF Business Times (2016)



GARTNER MAGIC QUADRANT



Ranked an enterprise firewall market leader by Gartner in 2011, 2012, 2013, 2014 and 2015 (published May 2016).

WHAT IS PREDICTIVE REAL-TIME LEAD RANK?



***KNOWING WHICH LEADS
WILL MOST LIKELY
CONVERT INTO OPPORTUNITIES***

TEAM WHO MADE THIS HAPPEN



***Jere
Helenius***



***Sourish
Biswas***



***Raghunath
Mylavaram***



***Mauricio
Cuevas***

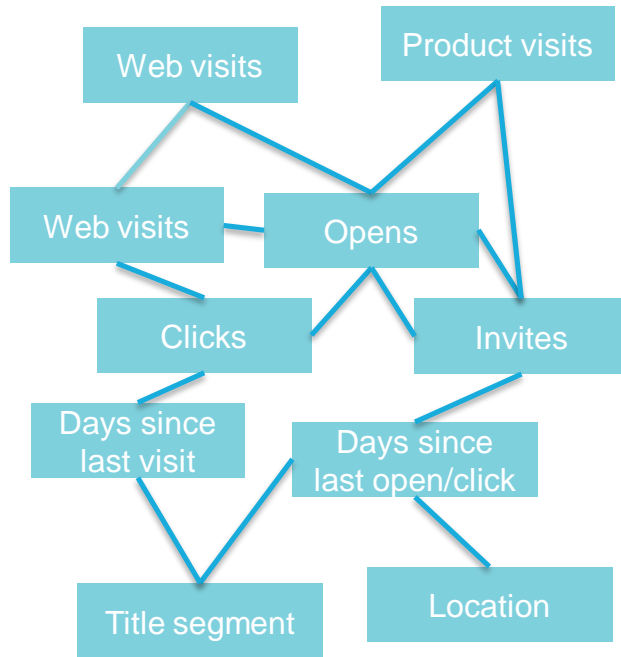


***Jon
Fuller***

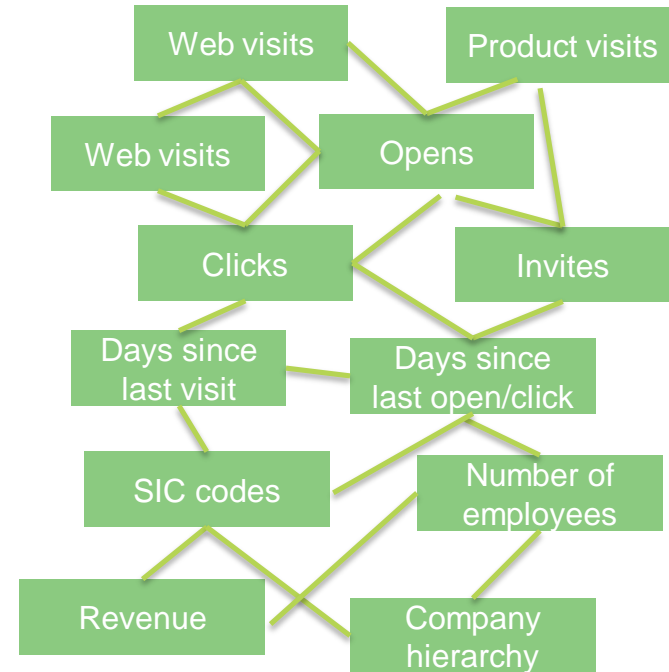
BUILDING BLOCKS FOR THE ACTUAL LEAD RANK MODEL



INDIVIDUAL DATA



COMPANY DATA



LET'S TALK ABOUT THE CHALLENGES...

***WE ONLY GET LIMITED INFORMATION FROM
FORM FILLS AND EVENT REGISTRATIONS***

1

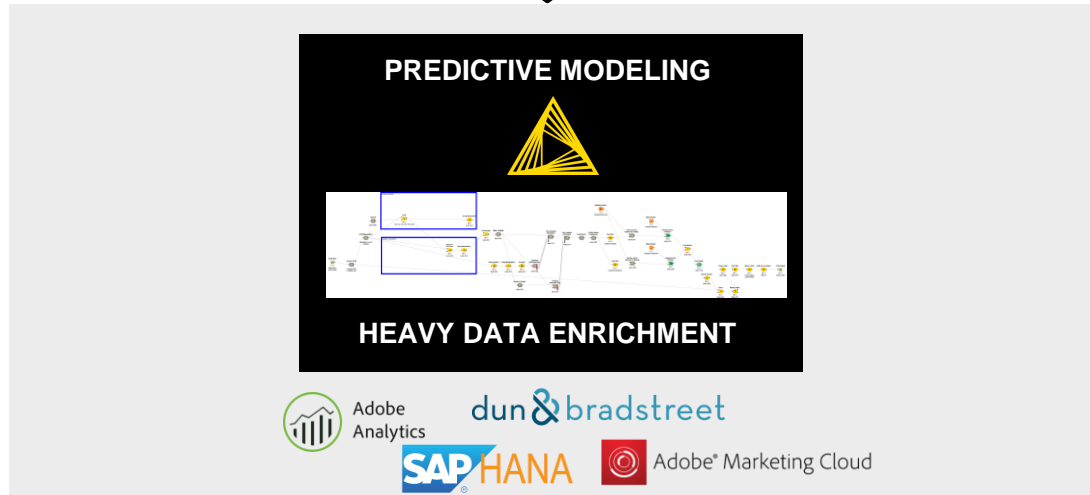
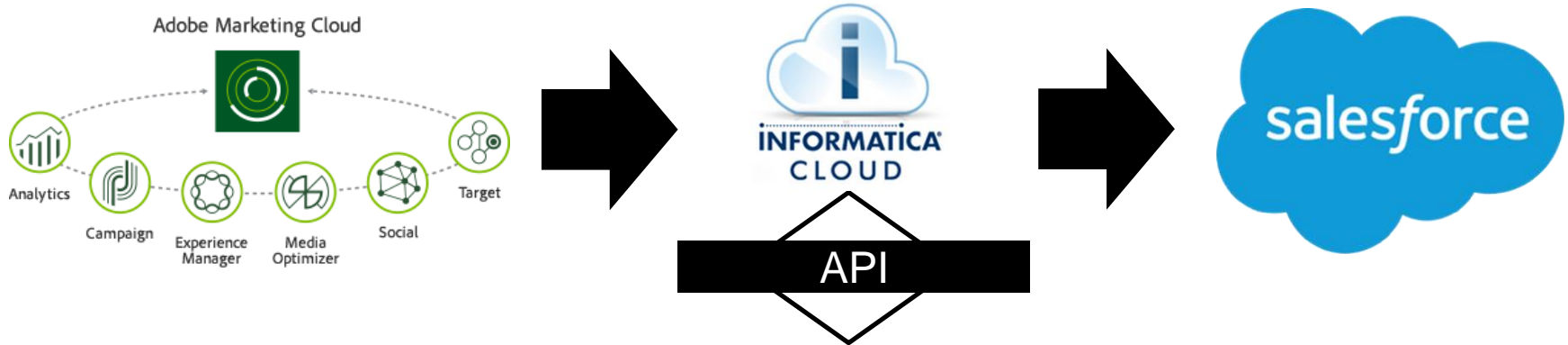
***WE NEED TO HAVE THE LEAD RANK CALCULATED
BEFORE IT HITS SALESFORCE***

2

***WE NEED TO CALCULATE THE LEAD RANK IN
UNDER 2 MINUTES***

3

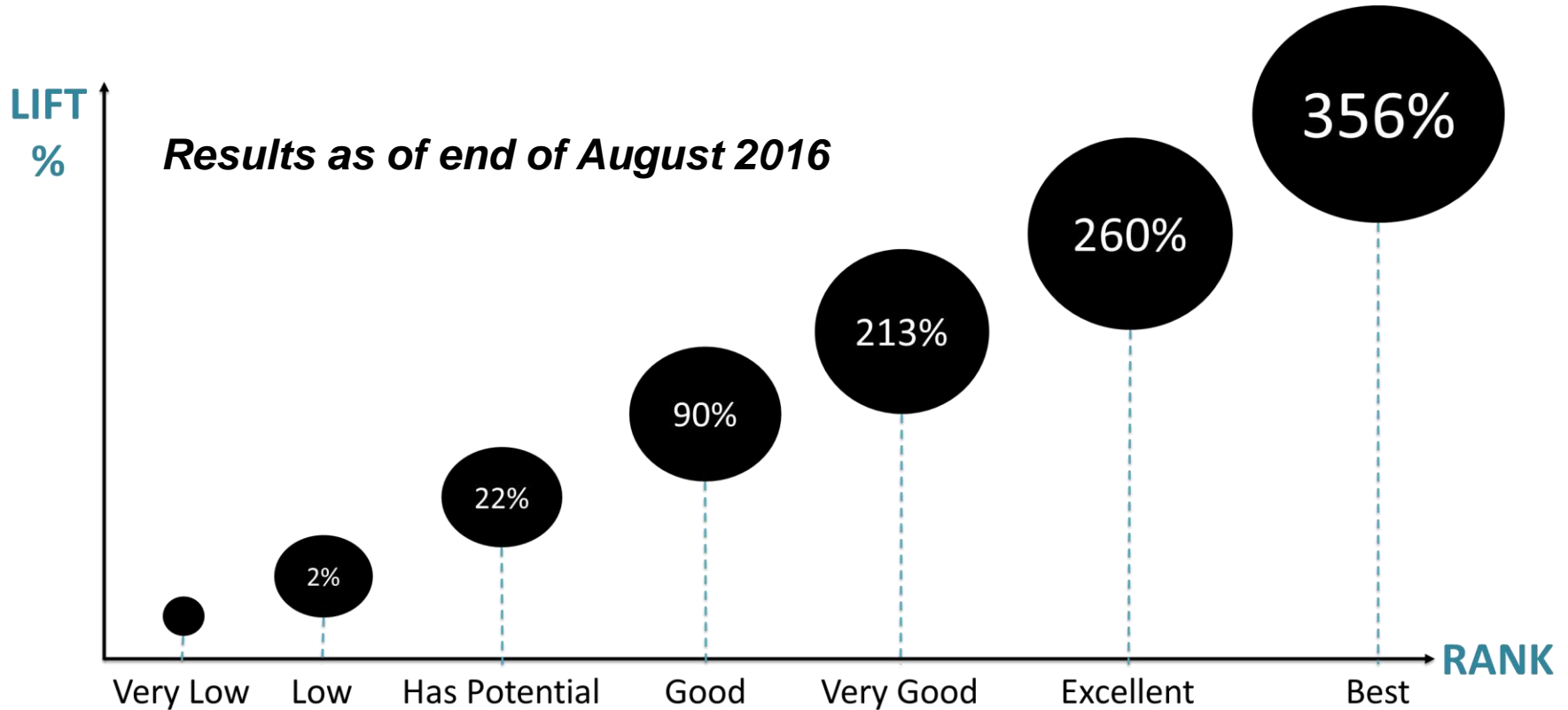
REAL-TIME LEAD RANK SOLUTION OVERVIEW



***GOOD NEWS
IT ACTUALLY WORKS...***



SOLID PERFORMANCE



BUSINESS VALUE FOR PALO ALTO NETWORKS

PRIORITISATION

Helps salespeople prioritize their lead follow-up efforts by identifying which leads to call first.

PREDICTABILITY

Better predictability of which converted leads will flow to the next level in the sales funnel.

QUALITY

Helps marketing to identify what types of activities are creating highest quality leads.

CONVERSION

Focuses our efforts on the highest ranked leads in order to improve conversion and lead quality.

***THANK YOU,
QUESTIONS?***

