THE COMPANY

Hula Networks helps service providers, carriers, data centers and large enterprise clients increase company profits, decrease expenses and mitigate risk. They enable customers to maximize their productivity, efficiency and overall cost savings by leveraging their highly knowledgeable staff staff that has more than 60 years combined experience in the telecommunications industry.

CUSTOMER

Hula Networks
Industry:
Telecommunications

THE RESULTS

Better response rates

Expedited sales cycles

Fast connections to key decision makers

THE CHALLENGE

Get in the door

Hula Networks had been lacking resources to easily find the right prospects quick and easily. If they can get in the door and get a meeting with a potential client, Hula Network's success rate is better than 75 percent. The challenge is to get in the door.

THE SOLUTION

Focus on specific industry verticals; get contacts with email addresses

To focus on a particular technology and vertical area was a high priority for Scott Hobin at Hula Networks and ZoomInfo was able to provide that service. When selling, for example, WAN acceleration, Scott likes that he can easily search ZoomInfo for IT managers at biotech companies in the Bay Area to produce a highly targeted prospect list.

"Having accurate email addresses is a pretty critical piece for us when we're searching for contacts", Hobin said. Hula Networks has found that prospects in the IT industry are simply more responsive to email than cold calls.

Using ZoomInfo, Hula Networks is not only able to find their target buyers; they're able to connect with them via email. Hobin said he is impressed with the "high percentage of good, viable contacts" he gets from ZoomInfo. How impressed? Hula renewed their contract.

Being able to search by title and get multiple contacts within a company gives them a general idea of the hierarchy at that organization. And, that's helped them get to their decision maker faster than ever before.

> "Compared to Jigsaw, ZoomInfo's data is much more up-to-date. In fact, ZoomInfo has a higher accuracy rate and more applicable contacts than any other service I've used. It's been a big plus for us."
>
> Scott Hobin, Critical Asset Market Specialist, Hula Networks

HULA NETWORKS GETS TO DECISION MAKERS FASTER USING ZOOMINFO

Using ZoomInfo, Hula Networks has been able to get inside some of those behemoth companies that rely heavily on the type of IT infrastructure equipment and services they sell.

THE RESULTS

Better response rates and expedited sales cycles

By focusing their sales organization on specific verticals, Hula Networks is consistently able to hit the right people with the right message and in return, get better response rates.