



# Enabling Strategic Investment Outreach in the Data and Cloud Ecosystem



## INDUSTRY FINANCE

### CLIENT OVERVIEW

A leading financial advisory firm specializing in mergers, acquisitions, and investment banking solutions. With \$50 million in revenue and a team of 200-500 employees, the firm provides strategic financial guidance to businesses across various sectors.

### OBJECTIVE

The client required a highly targeted dataset of:

- Data Center Businesses
- Resellers of Databricks, Snowflake, Palo Alto, and Sentinel One

They aimed to connect with important people in the technology and data solutions industry to explore opportunities for financial advice and investment.

### CHALLENGES

- 1. Identifying the Right Businesses:** Filtering data centers and resellers within the specified technology domains.
- 2. Ensuring Data Accuracy:** Verifying company information, key contacts, and business details.
- 3. Industry-Specific Targeting:** Reaching decision-makers in a niche market segment.

### CLIENT FEEDBACK

"The precision of the data provided was exceptional. It allowed us to efficiently reach the right businesses, significantly improving our financial advisory outreach."

### SOLUTION

The client connected with us through email prospecting and received a custom-built dataset, including:

- Company details (name, address, industry classification, revenue, and employee count).
- Key contacts with job titles, email addresses, and phone numbers.
- Segmented data for Data Center Businesses and resellers of Databricks, Snowflake, Palo Alto, and Sentinel One.

### RESULTS

- **Enhanced Business Outreach:** The firm gained direct access to relevant businesses, streamlining prospecting efforts.
- **Higher Engagement Rates:** Verified and categorized contacts ensured more meaningful interactions.
- **Strategic Growth Opportunities:** The dataset helped in identifying potential clients for investment and advisory services.