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## Top 25 MDM Solution Providers 2018

### Company:

ReachForce

### Key Person:

Dion Cornett  
CEO

### Description:

Provides data management solutions that verify, enrich, and manage contact and account data for B2B marketing and sales companies

### Website:

reachforce.com

As enterprises today contend with the explosion of data generated from their daily-operations, comprehending its value is becoming imperative for better business outcomes. The increasing growth of IoT-enabled devices and the data generated by them will only add to the deluge. The need to store the voluminous data in a single repository in order to facilitate data consistency and garner a 360 degree view of key business metrics has led to the increase in adoption of master data management (MDM). The MDM solution invariably helps users to centrally monitor, track, and manage a validated master data record. MDM proves to be the holistic solution that can integrate directly with BI tools to provide accurate analysis that helps in maximizing business value.

Driven by the demands of cloud and big data, MDM is evolving to offer greater capabilities, hybrid deployment options, and more user flexibility than ever before. The advent of multidomain MDM solutions has allowed organizations to develop significant links between authentic information pertaining to products, consumers, suppliers, partners, and staff to facilitate comprehensive and holistic decision making. This drastically shortens the manufacture-to-market time of products. In addition, the multidomain MDM solutions integrated with cross-data domain features are gaining more traction as they can support transactional and non-transactional data flow across enterprises.

Although organizations are seeing outstanding results in their MDM investments, when it comes to finding effective MDM solution providers, CIOs find it extremely challenging to finalize on the right vendor.

To help these organizations choose the best MDM solution provider, a panel of prominent CEOs, CIOs, VCs, analysts, along with the CIOApplications editorial board has assessed scores of several MDM solution providers and picked out a list of prime choices. Here, we present to you CIOApplications' "Top 25 MDM Solution Providers—2018."

# ReachForce:

## Facilitating Relevant and Actionable Data

Austin-based ReachForce empowers B2B companies with data management solutions that help solve contact and account data quality and completeness challenges. In an interview with ReachForce CEO, Dion Cornett, he addressed the significance of data quality and how the company helps make data relevant and actionable for its customers.

### **What are the challenges that organizations face in terms of data quality and how does ReachForce address those challenges?**

Today, most enterprise acknowledges that problems related to data quality exist. Many organizations have a vague notion of improving their data quality, but they lack the understanding of what that process should entail. Moreover, businesses may not fully appreciate the revenue potential big data holds for them in their ability to effectively market and sell their products or services.

As an example, B2B marketers often balance keeping registration forms short while still capturing complete data required to successfully execute their marketing and sales campaigns. Without a complete and accurate picture of prospects, gaps lead to problems in lead routing, scoring, nurturing, targeting, and segmentation. ReachForce addresses these pain points in a unique fashion by offering data management solutions that make complex data simple to consume and boost B2B revenue.

The company's data management solutions verify, standardize, and enrich lead, contact and account data with 150+ data points in real time as well as



DION CORNETT,  
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constantly refresh the data as it changes and degrades over time. "By providing an accurate and holistic view of the leads, ReachForce enables marketing and sales teams to focus on higher-priority tasks rather than manual data cleansing and research", says Cornett.

### **Which are the data quality solutions that ReachForce provides to its customers?**

ReachForce addresses the data-related challenges of its clients with the combined power of SmartForms and SmartManage. These solutions automatically validate, enrich, and manage overall data quality and data completeness in real-time within the tools marketers already use such as CRM and marketing automation platforms.

ReachForce's SmartForms provides real-time form enrichment that increases the appeal and effectiveness of website landing pages and ultimately improves conversion rates. By automating the data collection, marketing and sales teams are empowered with the validated and relevant data needed to more effectively drive revenue. As data degrades over time, technology is required to maintain quality at scale. SmartManage, continuously monitors the database for changes and enrichment opportunities and automatically verifies, corrects, standardizes, and identifies duplicate data. Both solutions come with access to SmartHub, a data management control center with configuration capabilities and insightful dashboards.

These solutions allow ReachForce users to validate contact data and gain visibility of data points such as job role, occupation, location, organizational hierarchy, knowledge, and more. Customers are then able to advance their lead scoring, routing, and segmentation for enhanced engagement.

### **What strategies does the company adopt to stay ahead of the competitive curve?**

ReachForce's success lies in the power of collaboration with its customers, understanding their requirements, and delivering the technology solutions they need. ReachForce provides high-end master data management (MDM) capabilities in a way that is easy to consume and with high value domain expertise. This saves customers from administering large scale projects and investing financial resources to reap the benefits of MDM solutions. The

combination of cost-effective, high-end technical capabilities proves to be extremely valuable for its clients.

**Please share a case study where ReachForce has helped its clients enhance their business performance and achieve strategic goals through its data quality solutions?**

ReachForce works passionately to provide its customers with the services they need. Successful engagements with organizations like Serenova, a contact center-as-a-service (CCaaS) provider speaks volumes about the company's expertise in data quality management. ReachForce addressed Serenova's need for relevant data to fuel their segmentation strategy with SmartForms. They were utilizing a sales algorithm based on an account ranking process which could not function without validated and actionable data. They needed a real-time data enrichment technology to automate that process to ensure accurate account scoring, lead routing and timely follow up. With the help of SmartForms, Serenova was able to eliminate manual data verification and their sales and marketing teams could focus solely on the highest lifetime value customers. ReachForce increased Serenova's overall lead generation by 500 percent, doubled their sales pipeline production, and quadrupled the average deal size in the last one and a half years.

**The firm's strategy to success lies in the power of collaboration with its customers, understanding their requirements, and delivering the solutions they need**

**Shed some light on the company's vision and roadmap for the next few years?**

For ReachForce, creating customer value is paramount. We intend to drive continued innovation in B2B marketing and sales automation while also building a robust partner ecosystem. The company also has plans to launch a comprehensive suite of data management offerings that extends its existing solutions while increasing ease of use and value for the customer. **CA**

