

Dow Jones & Company

Case Study



How Dow Jones Companies & Executives Helped One Company Turn Information Into Actionable Business Intelligence



Founded in 1999, MetricStream provides performance measurement solutions to U.S. and Canadian companies working in the Finance, Energy & Utilities, Manufacturing, Electronics, Healthcare, Automobile and Airline industries. These companies use MetricStream solutions to manage their corporate governance, risk compliance and quality processes.

The Problem: Finding Accurate, Actionable Info On Key Decision-Makers

Like many organizations, MetricStream needed to access information that could be used by sales and marketing to research, reach out to and engage senior management in charge of making product purchasing and integration decisions at companies in its target market. According to MetricStream's Sujeet Sankar, "Mapping customer intelligence and proactively identifying opportunities is a critical aspect of our Marketing strategy."

Prior to working with Dow Jones, MetricStream relied on solutions from Hoovers and OneSource. These partnerships were lacking in many aspects – pricing, value-added features and even account management and service.

"Deciding on the right partner for us was a rigorous evaluation process and we compared all the offerings addressing our business prospecting and information needs in the market," Mr. Sankar said.

The Solution: Dow Jones Companies & Executives

By choosing Dow Jones Companies & Executives, MetricStream gained access to exclusive, in-depth information on companies that form its core audience, including contact details for mid- and senior-level executives, recent company news and financial information.

The Companies & Executives solution also allowed MetricStream to easily track developments at target companies and create news triggers to use to its advantage. With easy access to such in-depth and high-quality information, MetricStream and its sales force could identify and prepare to address the unique needs of its core audience.

The Result: Greater Efficiency, Productivity

Dow Jones Companies & Executive provided MetricStreams with three distinct advantages not found in previous vendor solutions: ease of use, the ability to track company developments, and effective account management. Together, these advantages helped increase the marketing team's client database management by over 25% in less than five months. This, in turn, allowed for better utilization of resources and improved productivity.

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Requirements

- Easy of use
- Quality data & accurate info
- Ability to track target company developments
- Active account management & service

Why Dow Jones

"We chose Dow Jones Companies & Executives as it met our objectives and it has been a wonderful association both from a growth perspective as well as in terms of support, which has been possible through their active involvement."

**– Sujeet Sankar,
Marketing Manager,
MetricStream**

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About Dow Jones Companies & Executives

Dow Jones provides leading customer intelligence solutions that enable organizations to identify and connect to the best business opportunities. The combination of next-generation technology with actionable information powers the performance of sales and research professionals. Our award-winning solutions include the most up-to-date and accurate global intelligence on millions of companies, the executives who manage them and the relationships that link them. Integrating these tools and content behind your firewall – connecting vital internal and external customer information in context for salespeople – provides a single, complete view of a customer, further increasing your sales effectiveness.

About Dow Jones

Dow Jones & Company (www.dowjones.com) is a News Corporation company (NASDAQ: NWS, NWSA; ASX: NWS, NWSLV; www.newscorp.com) and a leading provider of global news and business information. Its principal products include The Wall Street Journal, Dow Jones Newswires, Factiva, Barron's, and MarketWatch. Its Local Media Group operates community-based newspapers and websites. Dow Jones also provides news content to television and radio stations.

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