COMPANY:

ACQUIA

Type:	Private
Industry:	Software
Headquarters:	Boston, MA
Employees:	720
Website:	acquia.com

ACQUIA COMPANY OVERVIEW:

Acquia is the leading provider of cloud-based, digital experience management solutions. Forward-thinking organizations around the world use Acquia to redefine what is possible in the way they interact with their customers and in the products and services they can offer. With Acquia, more than 4,000 organizations including Vodafone, SABMiller, and the Australian Government are able to get to market faster with high-impact digital initiatives that are cross-channel, contextually relevant, and deliver new levels of innovation and results.

In 2015, Acquia was named a leading provider of web content management solutions in Gartner's 2015 Magic Quadrant for Web Content Management. In 2013, Acquia was named the Fastest Growing Private Technology Company in North America (Deloitte) seeing 84,000% revenue growth over 4 years. In 2012, Inc Magazine awarded Acquia the coveted #1 Fastest Growing Software Company honors.

On September 28, 2015, the company announced it had closed a $55M funding round, bringing the total investments to $186.66 million. The company operates globally with offices in North America, the United Kingdom, Germany, France and Australia.
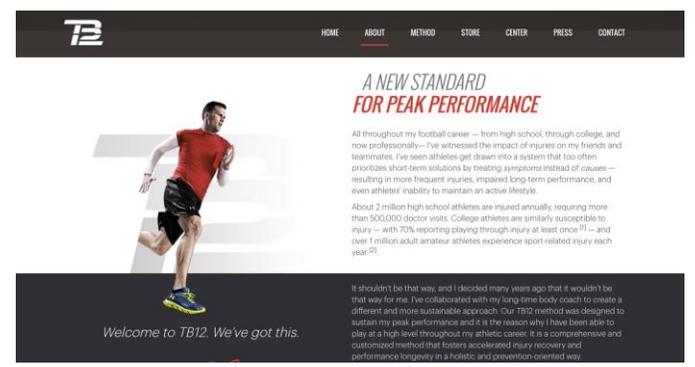
YOUR PROSPECT'S OVERVIEW: KEA.COM

Keenan Entertainment Agency (KEA.com) is a leading global online hub for artists and athletes around the world. The multi-billion dollar company has one main objective: to create awareness of each client's brand by launching individual digital experience sites that encompass the personal styles of each client. The delivery needs to occur at a rapid pace while remaining cognizant of deadlines, client launches, and major events to create awareness of each client's brand.

SCENARIO:

Currently, KEA works within disparate website creation and delivery platforms that require timely customization to play nicely together, require different skill sets to maintain, and are often off-brand, off-message, and not following compliance or governance regulations. Bottom-line, it is an on-going struggle to deliver new custom sites within the required time frame.

KEA.com is responsible for creating a digital fan hub for more than 200 artist/athlete brand sites ranging from actors like Leonardo Dicaprio, musicians like Taylor Swift, and athletes like Tom Brady. From a business perspective, the website is leveraged to drive consumer engagement and conversions as well as create awareness for all the individual client's brands. KEA's growing popularity is driving the digital team to begin exploring new solutions that would support a standardized approach to developing and delivering client digital experiences. In addition, with the added flexibility to create the personal brand touches each client deserves, while also being optimized for

fan engagement and conversions, is a key need for the business.

Their objective is to engage fans on a journey that integrates the brand's content in a way that drives content and commerce while also giving client's a positive continuous experience to convert them and sign on new clients as well. With more entertainment options than ever before, it is critical that KEA personalize the digital experience for their clients. They are concerned they are losing site traffic from their fans due to the alternative options on the web to research and purchase their favorite artists/athletes' apparel, albums, and films. This is having a noticeable impact on revenue due to slow time to launch client sites for KEA.com causing them to lose sales and market share as well as clients.

Their Chief Information Officer, Jacob Hancock, is challenged given their slow time to market and high development costs on their non-standardized process and disparate platforms for developing, launching, and iterating on their client sites. He recently hired Brian Blanchette as Director of Digital Platforms and Alex Morrissey as VP of Digital Marketing to solve this problem. They are tasked with reducing time to launch, finding a cost-effective platform for spinning up and managing new sites, and managing them while minimizing security risk and maximizing brand governance.

To begin solving this, KEA talks to their advisors at Mass Media Consulting. Mass Media suggests that KEA evaluate digital platform software that allows them to rapidly create, manage, and control hundreds of sites from one dashboard. Mass Media mentions Acquia as a leader in this industry that should be considered.

Following that meeting, Jacob tasks Brian with gathering information from Acquia. Brian goes to Acquia.com and fills in a "Contact Me" form on the site asking for someone from Acquia to come to KEA's office to discuss the Acquia Cloud Site Factory **(www.acquia.com/acquia-cloud-site-factory)** product, which is specifically designed for creating and deploying multiple sites at a fast pace. A meeting is subsequently set at KEA offices.

You have a great story to tell around how Acquia Cloud Site Factory has helped Warner Music and Interscope Records.

- ***Interscope Records projected a $5M saving over the next 5 years by implementing Acquia Cloud Site Factory for 150 current micro sites with a plan to roll out 15 – 20 new sites each year.***

- ***Warner Music launched 250 personalized sites in 3 weeks utilizing Acquia Cloud Site Factory thus improving their time to market by 50%.***

POTENTIAL OBJECTIONS TO BE AWARE OF:

- *I'm not sure we have budget for something like this?*
- *I don't know how this will work with our existing technology.*
- *I'm concerned this might be a bit of a burden on our IT group to implement*
- *What other customers are you working with like us and what were the results?*

ROUND 1, MEETING WITH BRIAN:

The goal of this meeting is:

- To understand KEA's current business problems and the impact they are having on the company.
- To understand their ideal state and how can we help them.
- To explain what current Acquia Cloud Site Factory customers are seeing for results and validate that similar results would be a win for KEA.
- To close for a demo of Acquia Cloud Site Factory to showcase its capabilities with the VP of Digital Marketing, Alex Morrissey which Brian will sponsor.

QUARTERFINALS, MEETING WITH BRIAN:

The goal of this meeting is the same as round 1. Do not assume that what was uncovered in Round 1 holds up in Quarterfinals.

- To understand KEA's current business problems and the impact they are having on the company.
- To understand their ideal state and how can we help them.
- To explain what current Acquia Cloud Site Factory customers are seeing for results and validate that similar results would be a win for KEA.
- To close for a demo of Acquia Cloud Site Factory to showcase its capabilities with the VP of Digital Marketing, Alex Morrissey which Brian will sponsor.

SEMIFINALS, MEETING WITH ALEX:

(Assume Alex has seen the demo of Acquia Cloud Site Factory leading up to this meeting)

After what you perceive to have been a successful demo of Acquia Cloud Site Factory to Alex, the goal is now to:

- Validate the success of the demo with Alex and answer any questions about it.
- Confirm that the technology could solve KEA's current problems through telling success stories about other Acquia clients.
- Understand the impact this solution will have on their business from a revenue perspective.
- Close for Alex to sponsor a meeting with the Chief Information Officer, Jacob Hancock.

FINALS, MEETING WITH JACOB:

Your goal for this meeting is to:

- Validate the problems that Brian and Alex are facing are important to the business and that Jacob is ultimately responsible for solving the problems.
- Explain what you've discussed with Brian and Alex to-date about Acquia Cloud Site Factory and its ability to solve these problems and the impact it would have on MVO.
- Close for a $20,000 Proof of Concept engagement where Acquia will build an example application to showcase Acquia Cloud Site Factory in action on KEA.com prior to a long-term formal commitment.

CHARACTERS

Sales Rep #1 for Acquia

Jacob Hancock – Chief Information Officer

Alex Morrissey- VP of Digital Marketing

Brian Blanchette – Director of Web Technology