Using Data Analytics to Know Your Global Market/Customer

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Meet Kepware

Established in
1995

Located in
Portland, Maine

20+ YEARS
of developing connectivity software for the **Industrial Automation** Industry

Part of a complete
Internet of Things (IoT) solution within PTC

120+
Employees

STRONG HISTORY OF GROWTH AND EXPANSION

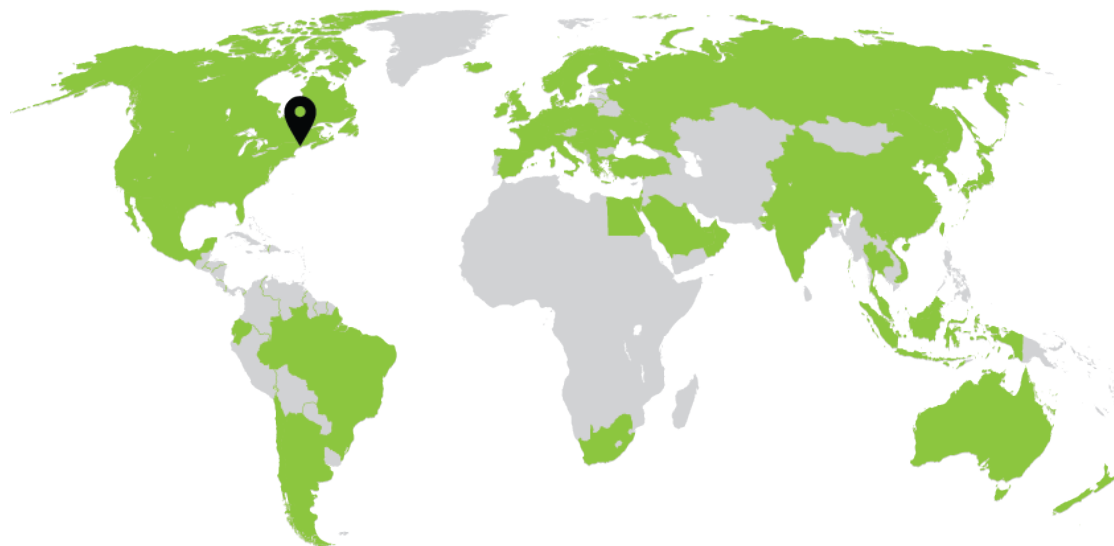INDUSTRIES SERVED

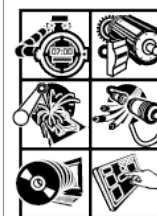Manufacturing   Oil & Gas   Building Automation   Power   IT & Infrastructure

CONTROL ENGINEERING
2016 ENGINEERS' CHOICE AWARDS
WINNER

2015 Best Places to Work in ME
10 YEARS

First Team
LEADERSHIP IN AUTOMATION
2015
PRESENTED BY AUTOMATION WORLD

Processing's
BREAKTHROUGH PRODUCTS 2015

2016 BRONZE STEVIE® WINNER
FOR SALES & CUSTOMER SERVICE

2015 IoT EVOLUTION
Product of The Year

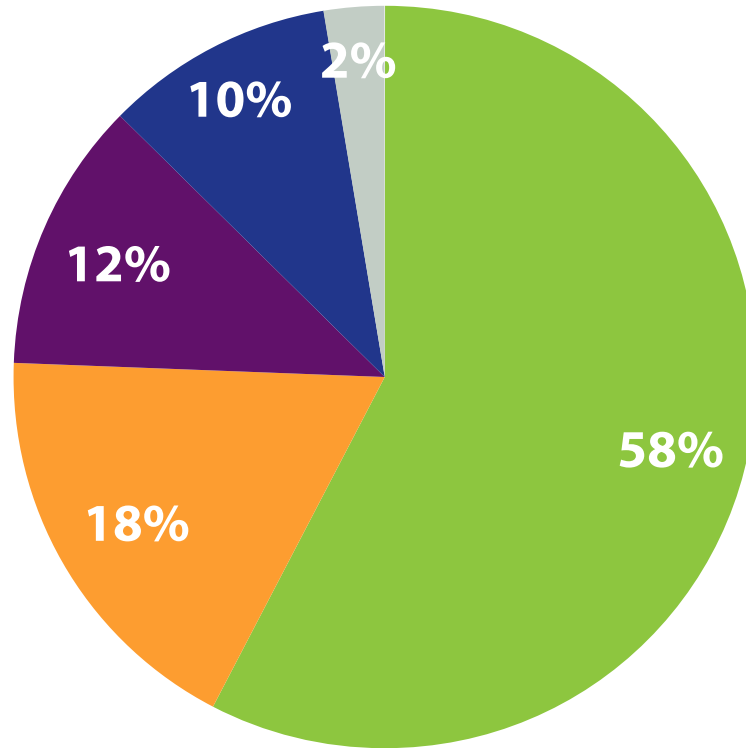2016 READERS' CHOICE AWARDS
CONTROL

Kepware

Maine Headquarters

Kepware develops, tests, and releases all software from its headquarters in Portland, Maine.

International Revenue

2015 Bookings by Geography

North America	Europe	Global	AP MEA	South America

42%
Revenue Outside North America

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Global Reach

42 Countries with Preferred Distributors

Preferred Distributors promote, distribute, and offer local support and training for all software solutions included in Kepware's product portfolio outside of North America.
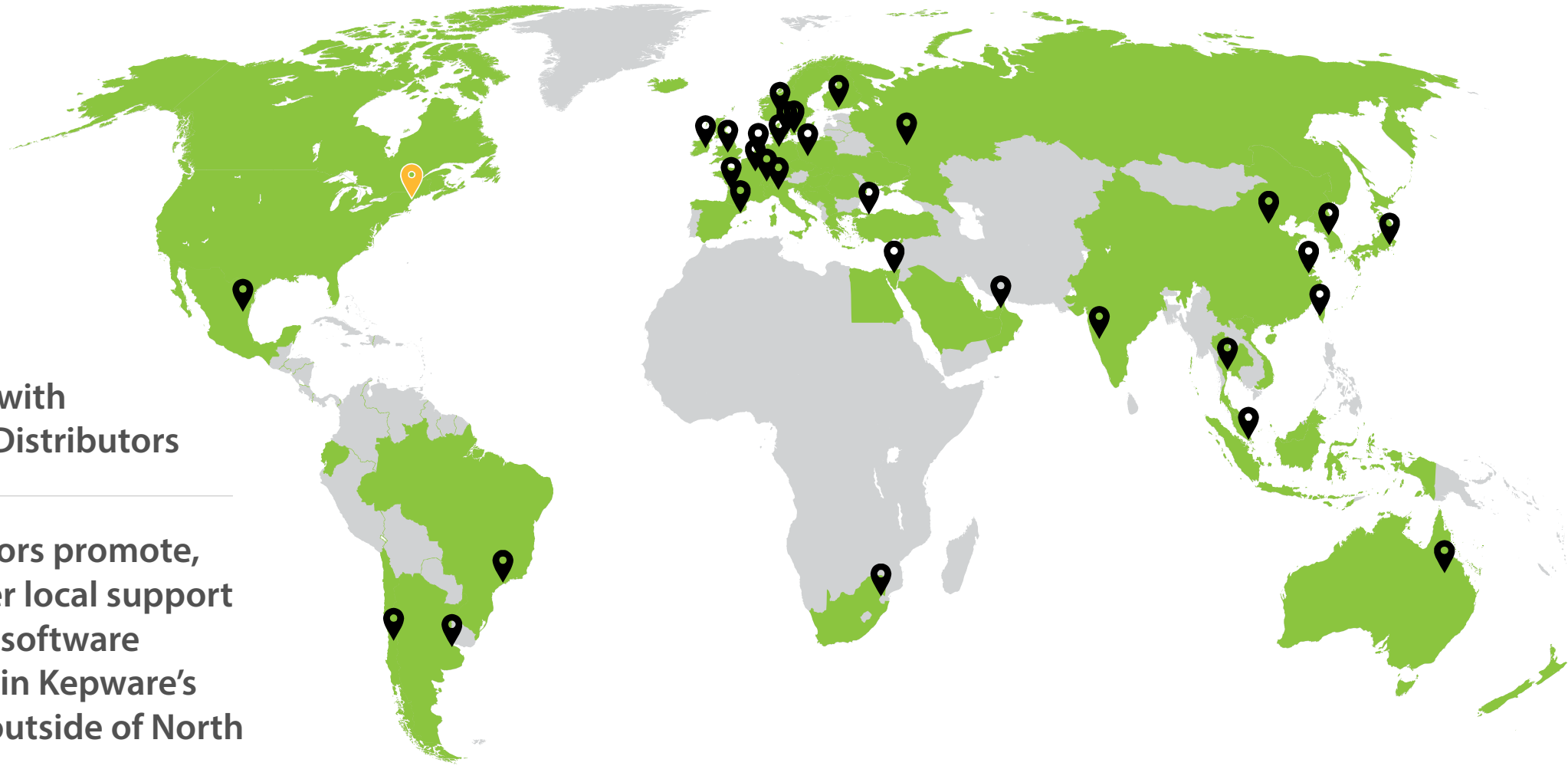
Customer Representation

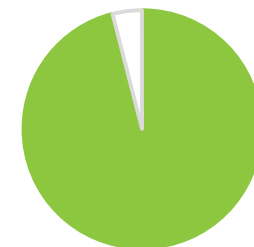|							
Oil & Gas	Apache	bp	Chevron	MAGELLAN MIDSTREAM PARTNERS, L.P.	MARATHON	OXY	BR PETROBRAS	PIONEER NATURAL RESOURCES
Power / Building Automation	ASU ARIZONA STATE UNIVERSITY	DUKE ENERGY	First Solar	nrg	Vestas		
Automotive	Autoliv	DELPHI	FIAT	GM	HONDA	TOYOTA	
Food & Beverage	ABInBev	Coca-Cola	Kellogg's	MillerCoors	Nestlé	PEPSICO	Tyson
Bio / Pharmaceuticals	Genentech	gsk GlaxoSmithKline	Johnson&Johnson	Lilly	NOVARTIS	Pfizer	
Other	3M	ArcelorMittal	BOSCH Invented for life	CAT	GP Georgia-Pacific	Gillette	JOHN DEERE	PotashCorp
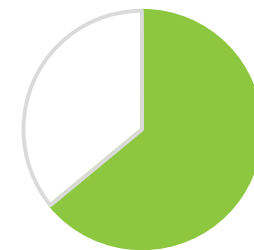
Serving 64% of the top 100 companies from the 2015 Fortune 500 annual ranking

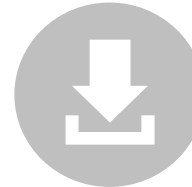**and 96% of the top 100 companies from the 2015 IndustryWeek 500.**

Kepware

Data at Scale

138,000+

contacts in Kepware database

21,000

contacts added in 2015 alone

47,767

Product downloads in 2015

85,000+

Software licenses delivered in the last 5 years to customers operating in more than 120 countries

Kepware

Data Analytics

Remote Centralized Location

Growing International Revenue

Huge Install Base

Importance of Data Analytics

Data Sources

Quantitative

Google Analytics

Net Promoter Score

Market Research

Customer Research

Real-Time Surveys

Implicit ← → **Explicit**

Social Media   Customer Calls

Partner Events

User Groups

Qualitative

Marketing Automation

Marketing Automation is at the center of Kepware's digital strategy.

Sales Enablement

You can't just use data to get to know your customers.
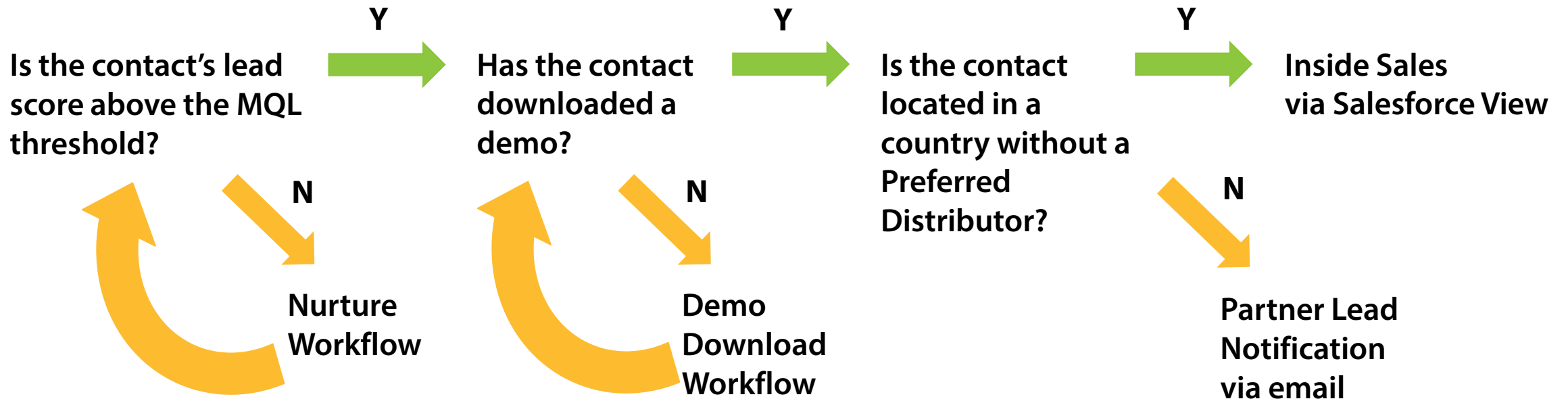You have to use data to close more deals *faster*.

- ★ Lead scoring
- 🤝 Lead management
- 🌍 Contact segmentation
- ✔ Workflow enrollment
- ✉ Lead notifications

Lead Scoring

- **Kepware uses custom lead scoring based on a 100-point scale**
- **Leads with a HubSpot Score ≥ 50 are moved through the funnel as Marketing Qualified Leads (MQLs)**
- **Before a lead can be sent to one of our Preferred Partners, the lead is further filtered by demo download status and geography**

Activity	Points
Downloads a product demo	50
Attends a webinar	25
Downloads marketing collateral	10
Visits the training web page	5
Downloads source code	5
Visits > 5 web pages	5

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Workflow Logic

Lead Score → **Demo Download Status** → **Geography** → **Lead Hand-Off**

Y Is the contact's lead score above the MQL threshold? → **Y** Has the contact downloaded a demo? → **Y** Is the contact located in a country without a Preferred Distributor? → **Y** Inside Sales via Salesforce View

N Nurture Workflow

N Demo Download Workflow

N Partner Lead Notification via email

Lead Notification

- **Partners receive leads via email in both real-time and weekly batches**

- **A lead notification email provides basic contact information, including Product Interest based on browser cookies**

- **The HubSpot public profile provides additional lead information, offering greater context for our Partners**

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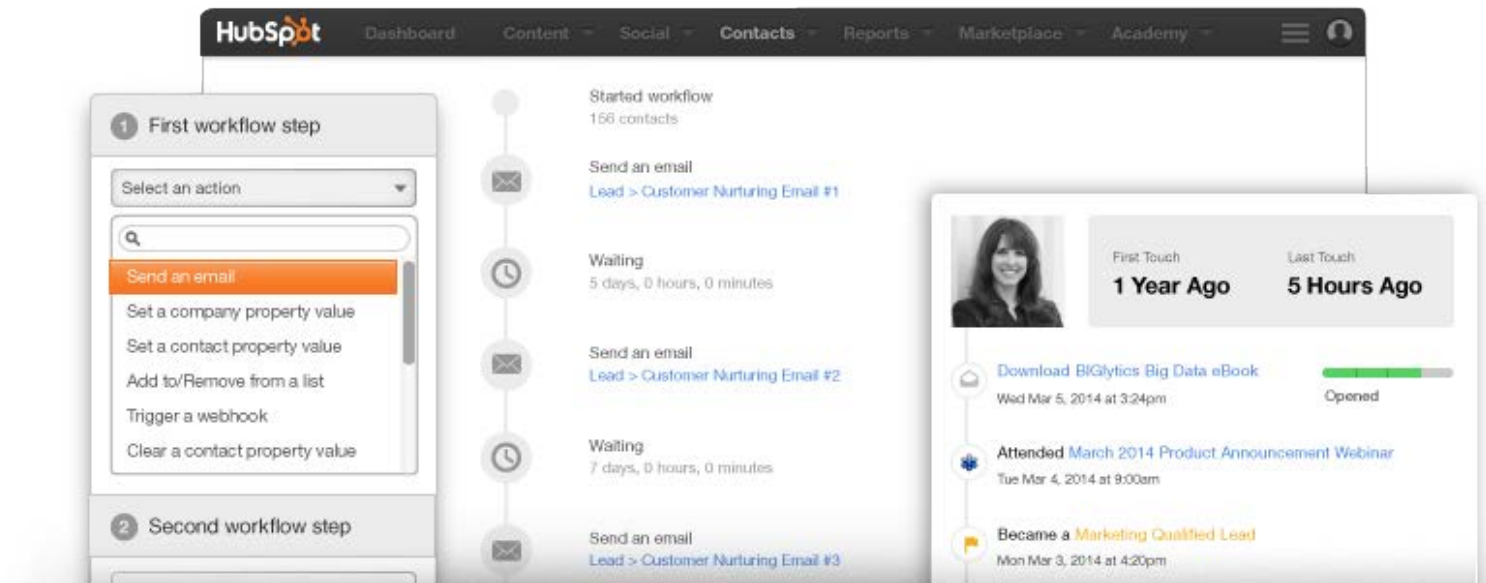
Platform Benefits

- **Marketing analytics provide rich customer insights that give Sales valuable context about a prospect's interests, behavior, experience, and engagement**

- **Lead scoring allows Sales to focus on highest priority leads to improve time management and increase closed-won opportunities**

- **Workflows reduce manual lead nurturing and marketing overhead**

- **Marketing automation only provides content your prospects want—when they want it**

- **Even (very) small marketing teams can learn, create, publish, test, and improve all in one platform**
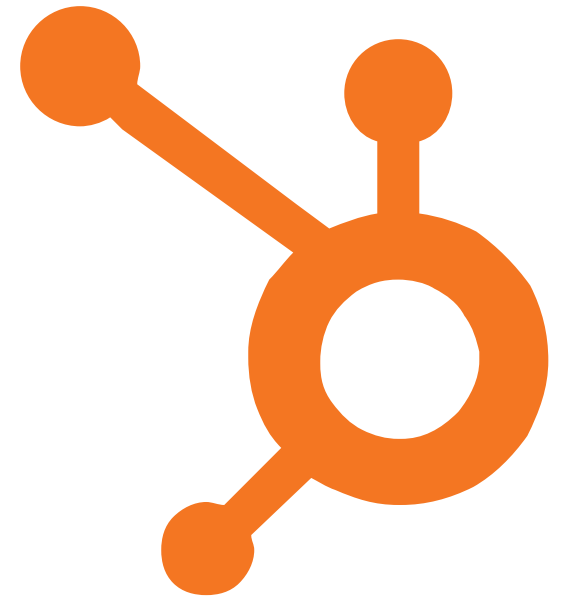
Getting Started

Know Your Customer

- Audit your data sources
- Determine gaps
- Use tools available to you—like Survey Monkey or Google Analytics—to fill in the knowledge gaps

Consider Marketing Automation

- Gather your stakeholders to discuss sales & marketing challenges and opportunities for improvement
- Research vendors that can track the KPIs and deliver the digital marketing tools you need to be successful
- Select a right-size solution based on factors like number of contacts, features, scalability, and price