



# Mestec/Oracle/Sun Business Development

↘ case study

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**OMNISITY**

“The process was highly professional and efficient easily meeting its basic success parameters... we will be running a similar programme with other sectors soon”

Jeremy Harford  
Managing Director  
Mestec Limited

# Background

As part of Oracle's Partner Programme the organisation teamed up with specialist MES solution provider Mestec and hardware supplier Sun Microsystems to undertake a Business Development programme aimed at the discrete Manufacturing sector.



Omnisity were commissioned to develop an integrated Sales Pipeline Generation programme with the following objectives:

- To understand key drivers for MES sale in Aerospace and Defence Sector
- To create immediate sales opportunities for MES and Oracle seats
- To establish a pipeline of medium term opportunities for nurturing
- To promote the three brands to key manufacturing and financial decision makers
- To achieve a minimum of fifteen sales appointments

- ↘ Initial data universe refined to 784 contacts across three functional areas with relevant responsibilities and infrastructure.
- ↘ 245 contacts (31%) agreed to stage one of the process
- ↘ 87 (11%) contacts engaged with the complete process
- ↘ Programme resulted in 50 'A' grade qualified opportunities being generated.