



Disaggregated 5G oRAN: Successfully articulating complex value propositions to deliver exceptional results

The client

eContact Services' client is a market-leader in the area of the digital transformation of telecoms infrastructure. The company develops and delivers technologies related to the deployment of safe and secure Internet of Things systems. It is at the forefront of distributed Cloud infrastructures for both open and virtual RAN.

The campaign

eContact Services was tasked with executing a voice-lead

We delivered a

60%

raw prospect to qualified lead success rate

marketing campaign that aimed to promote the client's disaggregated 5G oRAN solution.

Meetings booked with

Director Technology Strategy, Director, Senior Manager: Radio Access Networks (RAN), SVP and Chief Network Officer, Head of Open RAN, Global CTIO, Chief Technology & Information Officer, and others

The challenge

eContact Services needed to understand, then present this innovative, fully virtualized 5G data session technology to prospective buyers as being a potentially key part of their software infrastructures in driving the development of 5G networks. The client's cloud-native platform is deployed for the design, development, operations and servicing of mission-critical intelligent edge systems such as 5G Open RAN. eCS was able to articulate and position the solution as being architected to deliver digital scale across the full lifecycle to accelerate transformative business outcomes.

Using eCS's extensive in-house database of global CSPs we were able to identify our client's key prospects. The selection was based on target account, job persona, and profile. Contact with these individuals was prioritised for the call-out stage of the campaign.

The results

The eCS campaign targeted 50 key accounts in specific geographies. Of these, eCS delivered the client a total of 30 qualified sales meetings. **This represented an outstanding 60% conversion rate.** The client was delighted that eCS was able to deliver so successfully and has commissioned quarterly campaigns during 2022.