

# HG Insights Case Study - 27partners

27partners Uses Granular Business Intelligence to Find ICP and Grow Business

## Background

**27partners** develops creative digital applications that make it easy for companies to educate, share, and interact with their employees or customers.

**27partners**

## Challenge

As a small startup who specializes in delivering unique digital experiences to corporate clients, 27partners needed a way to find the right prospects for its solutions. Their ideal customer profile (ICP) consisted of companies with a specific configuration of hardware and software, a certain level of budget spend in the software virtualization market, and an annual revenue size of over \$50M. In order to grow and scale their business, they needed an easy way to find the companies matching their ICP and to prioritize them based on their likelihood to buy.

**UK Software  
Virtualization Market**

**\$1.5 Bn**

TAM identified by  
HG Insights & prioritized by  
accounts with highest  
likelihood to buy.

## Solution

27partners is now using IT spend and tech install intelligence from HG Insights to find their ICP and grow their business. Knowing how much a company spends on IT and what tech is installed allows 27partners to quickly identify organizations that are a fit for their applications, provide a more tailored value proposition, and determine greater upsell opportunities for their services. For example, if they know a company has legacy communications software and a large VDI hardware presence, then they know they are dealing with a potential customer who will need video on virtual desktops, which is an added premium service they can provide.

## Why HG Insights Was Chosen

- Granular business intelligence helps quickly find and prioritize accounts matching ICP
- IT spend data by category reveals size of opportunity and growth potential
- Tech install data reveals relevant cross-sell and upsell opportunities
- Data helps sales team tailor their approach and make their conversations more relevant



“The level of detail we’re able to get from HG Insights’ business intelligence allows us to quickly find prospects matching our ideal customer profile so that we can focus our sales outreach on the accounts that are going to drive the most growth for our company.”

— Rob Dumbleton, CEO

To see how HG Insights’ Tech Intelligence can help grow your business, visit [hginsights.com](https://hginsights.com)