

HG Insights Case Study

Rubrik Uses Intelligent Data to Create More Profitable Sales Territories

Background

Rubrik delivers instant application availability to hybrid cloud enterprises for backup, recovery, search, cloud, & development.



Challenge

In just a year, Rubrik has more than doubled the size of its enterprise sales team. Prior to this growth, Rubrik assigned sales territories based on a set number of accounts matching a specific annual revenue size. However, without a deeper level of insight, it was difficult to create equitable territory assignments or know which regions or countries to invest in next. To provide fairer territories, make sound resource allocation decisions, and continue their explosive growth, Rubrik knew they needed better intelligence.

US Cloud SaaS Market

\$37 Bn

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

Solution

Rubrik is now using IT spend and tech install intelligence from HG Insights to create more valuable territory assignments for its reps and make strategic decisions on where to invest next. IT spend shows Rubrik what companies spend on cloud storage services by region or country, allowing them to see what their real opportunity is and determine where to allocate more sales resources. For example, Rubrik identified a \$37 billion market for Cloud SaaS in the US and used this spend data to prioritize accounts by their likelihood to buy.

They also used tech install data to see what cloud or hardware technologies their accounts had installed so they could focus their sales teams on prospects with the highest revenue potential.

Why HG Insights Was Chosen

- Ability to see IT spend data by category (ex. cloud services), region and country
- Provide IT spend and tech install data worldwide
- HG Insights services team delivers use cases, insights and recommendations for data use
- DUNs matching



"HG Insights gives us the intelligence we need to provide our sales reps with more valuable territories and be strategic about where we invest sales resources next. This allows us to be efficient with our budgets while also maximizing our revenue potential as a startup!"

— **Balrit Singh, Sales Planning Manager**

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