Shorten Your Road to Revenue.
SalesRamp – providing qualified lead
development programs for over 70
early stage technology firms.
www.SalesRamp.com

SALES ACCELERATION

Salesramp™

VA SOFTWARE

SalesRamp Case Study

Client Overview

VA Software is at the center of today's technology revolution and incites innovation by empowering the IT and developer communities with information, community support and software. VA Software is the parent company of OSTG (Open Source Technology Group), and the creator of SourceForge.

SourceForge.net® is the global nexus for the Open Source community enabling collaborative development and downloads with more than 100,000 Open Source projects and over 1 million registered users.

SourceForge® Enterprise Edition is a secure, extensible, collaborative development environment allowing corporations to optimize and manage distributed development.

Founded in 1993, VA Software is publicly held (Nasdaq: LNUX) and headquartered in Fremont, California.

Opportunity

Quickly & effectively fill the sales pipeline with qualified opportunities using a closed-loop methodology.

Solution

SalesRamp Lead Development Program

Results

"With SalesRamp's methodology, we now have a closed-loop process where we really understand the path of a lead. We know where it came from, how to qualify it for the sales team to maximize their productivity and impact, and finally where we ended up: win, lose or draw."

Sheila Baker, Vice President, Marketing

About SalesRamp

SalesRamp provides Sales services to optimize the Front-End of your Sales Process and to produce predictable revenue. We also provide Marketing Services to help optimize your Target Markets, Messaging, Positioning and Go-to-Market Strategies. We work with early to mid-stage companies in market segments that include enterprise software, networking, infrastructure, data storage, telephony & security. SalesRamp was founded in 2001 and is headquartered at 2672 BayShore Parkway, Suite 605, Mountain View California, 94043. 650.404.1699.   www.salesramp.com