



## Rolta AdvizeX Leverages Confirmed Projects and Priority Engine to Generate More Qualified Pipeline

### Engaging Active Buying Team Members

“We weren’t speaking with the correct people in the organizations we were reaching out to, so one thing in Priority Engine I love is you always can get access to someone who’s engaged.”

### Enabling Sales with Detailed Project Insights

“Confirmed Projects give us proper insider insight so we can ask the right questions to buyers and tailor our conversation around what we know the buyer wants to hear.”

### Leveraging Insider Information to Increase Deal Size

“We received a Confirmed Project for a company we had engaged with in the past, and the project details actually gave us a little more information that the company hadn’t given up to us, so we were able to close an even larger deal than we thought.”



**Nicole Williams**  
Marketing Coordinator

*Nicole Williams runs a variety of marketing programs for Rolta AdvizeX including all multi-touch campaigns, regional events, and sales enablement.*

## Results

# 20%

of annual qualified lead number sourced by Priority Engine

# 52%

of their active market influenced via Content Syndication

**Rolta | AdvizeX** is a leading information technology provider of infrastructure and enterprise application solutions. As a value-added reseller of open-systems information technology, AdvizeX has built key partnerships with leading technology vendors Hewlett-Packard, EMC, Oracle, Microsoft, SAP, VMware, and Cisco.