



Armanino boosts CRM adoption by 50% and grows CRM practice with Insights, powered by InsideView

Armanino LLP is the largest independent accounting and business consulting firm in California, serving private, public, and nonprofit organizations in more than 100 countries around the world. The success of their CRM practice hinges on client adoption and productivity gains, so they are always on the lookout for ideas and solutions that will help them drive these metrics. They found what they were looking for in Insights, powered by InsideView.



RESULTS USING INSIDEVIEW

Reduced time spent on pre-call research **by 24%**

Increased CRM adoption **by 50%**

Reduced time and effort to find the right decision-makers

A difference maker in driving CRM sales

“We were convinced that InsideView would drive CRM adoption rates, while improving sales productivity, but we needed more than intuition to prove it to our clients, so we conducted research with our own users, and saw impressive results.”

-Scott Mangelson

Armanino Partner and CRM Practice Leader

ARMANINO'S CHALLENGES

- Drive CRM adoption, both internally and for clients
- Streamline and increase sales effectiveness
- Get more value out of their CRM investment and replicate the same for clients

INSIGHTS, POWERED BY INSIDEVIEW, POWERS SALES SUCCESS AND ENERGIZES CRM ADOPTION

Insights, powered by InsideView, which is included for free in most Microsoft Dynamics CRM and Dynamics 365 subscriptions in the U.S. and Canada, embeds within CRM all the data and intelligence sellers and marketers need to prospect and win deals. It provides real-time company and contact data, insights such as news, social buzz, financial reports, industry profiles, family trees, and more, and professional connections.

Armanino sales reps use it to research prospects, identify and prioritize the most promising opportunities, and quickly connect with the right decision-makers. After just three months of use, the reps had reduced their pre-call research time by 24% and dramatically improved their ability to find the right decision-makers. Where 60% thought it was somewhat or very difficult to find the right decision-maker before using InsideView, 80% reported that it was somewhat or very easy to do so now.

This more efficient sales process, combined with the insights and connections that help them build trusted relationships, has radically increased their overall sales effectiveness. And it changed their users' view of CRM from being just a management tool to a vital source of sales success, multiplying CRM adoption by 50%

“While I expected an increase with InsideView, I didn't anticipate such a tremendous jump in usage,” said Mangelson. “This confirmed that Insights was the right solution for us and our clients. Now, when we tell our clients that InsideView is essential to a successful CRM implementation, we have concrete evidence to stand on.”

Elevates the return on their CRM investment

CRM systems are expensive, both in terms of system costs and the human resources needed to implement and manage them. When adoption is poor, much of that investment is money down the drain. But, with their business development reps now wanting to live inside CRM, Armanino realized an immediate leap in the return on their investment. It was a result they were hoping for and it exceeded their expectations. Just as importantly, they see this same story play out time and again for their CRM clients, who tap into the power of Insights, powered by InsideView.

Differentiates Microsoft Dynamics CRM/365, propelling sales

When they demonstrate Dynamics CRM or 365 to prospective clients, Armanino always highlights Insights capabilities, because it's an attention-grabber and often the one thing that makes prospects say, “I have to have that!” Prospects see immediately how it will accelerate their marketing and sales effectiveness, just as Armanino did when they first saw it. “It's a huge differentiator for us in selling Dynamics CRM,” confirmed Mangelson, who has leveraged it to increase his team's sales results.

CUSTOMER SINCE 2012

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**1000
EMPLOYEES**



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Named to IPA's “Best of the Best” Firms in the country, Accounting Today's “Pacesetters in Growth,” and repeatedly voted a best place to work by Accounting Today, various Business Journals and Vault.

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InsideView powers the world's business conversations, helping more than 20,000 companies redefine their go-to-market strategies from a volume-based to more targeted approach. Its leading **Targeting Intelligence** platform helps sales and marketing teams quickly identify and qualify the best targets, engage with more relevancy, close more deals, and retain and expand accounts. InsideView is the only company that begins with the industry's most accurate company and contact data and enhances it with relevant, real-time business insights and authentic connections.

Learn more about what InsideView can do for you.