

“As a startup, our team has to keep a lot of balls up in the air. Implementing Aptela was so easy and smooth - it was just one less thing we had to focus on as we worked to grow the business.”

—Denise E. Knaack, Vice President, B2B MarketDirect

B2B MarketDirect

A subscription-based lead-generation resource.

www.b2bmarketdirect.com

Counts on Aptela to help them:

- Cost-effectively access sophisticated phone features
- Effortlessly integrate remote workers into system
- Seamlessly conduct business from off-site locations
- Scale service to meet future demands

B2B MarketDirect was founded in 2007 to connect small and mid-sized businesses to the business information and prospecting opportunities they need to keep their businesses growing successfully. Through B2B MarketDirect, you can subscribe to a lead generation service to help you find qualified prospects or receive list and data services to help you learn more about your customers and market more effectively.

Challenge: Staying flexible and responsive while starting a new company. There are many considerations when starting a new business. Communications is chief among them. Not only do you want your prospects to have a place to call, you want to be available to them when they do. Plus, not knowing how quickly you will grow, you need a solution that's flexible to support the team you have today, yet scalable to quickly add new users in the future.

When B2B MarketDirect was shopping for a phone system, all these concerns were on their mind. They also had contract and international workers they planned to support. Plus they needed the ability to go mobile at anytime, yet have their location and continuity of operations to appear seamless to callers.

“With business moving so fast we can't afford to sit on things. Aptela keeps us in the game, making sure opportunities find us wherever we are.”

Solution: Implementing a system that aligns with their business model. Because B2B MarketDirect operates a call center and the management team has teleservices experience, a lot of thought and thorough consideration went into their choice of a phone system. After investigating several providers, they chose Aptela.

Aptela's reliable voice over IP (VoIP) services dovetail with B2B MarketDirect's business model because we:

- Seamlessly enable distributed, mobile, and international operations
- Put forth a professional, sophisticated impression to callers

- Allow B2B MarketDirect to be more accessible to their customers
- Deliver superior functionality at a cost-effective price
- Support call center capabilities in case B2B MarketDirect wants to leverage those services in the future

“Prospects and clients often call in and are impressed by our system. We continue to refer business to Aptela.”

Result: Greeting new opportunities with sophistication and responsiveness.

Today, B2B MarketDirect is poised to add new distributed employees to their team. With Aptela, no matter where their employees are—near shore, off-shore, or across the U.S.—they all appear to be operating out of corporate headquarters to clients who call in. This not only allows B2B MarketDirect to operate locally in multiple locations, but also to hire the best people for the job, independent of their geography.

In addition, B2B MarketDirect is enjoying the benefits their Aptela system offers, enabling them to:

- **Be on the go**, conducting business on the fly and never missing opportunities as they arise
- **Manage communications**, seeing missed calls and prioritizing incoming ones
- **Stay productive**, even when circumstances keep them away from the office
- **Put forth a big company feel**, while protecting their budget
- **Support growth**, easily adding new users to the system as business expands



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