

The Highland Group



OneSource

"The Highland Group uses OneSource to reach the best prospects and to win their trust more quickly."

**—Nick Lacy,
Vice President,
The Highland Group**

Focusing on Go-To-Market Effectiveness

After more than 10 years and \$150 million in consulting assignments, The Highland Group has proven that two things matter most: focus and effectiveness.

The Highland Group specializes in helping organizations achieve substantial and measurable business process improvements through organizational and operational effectiveness. While the firm competes with nationally-recognized players (such as, Proudfoot Consulting Company and McKinsey & Company, Inc., Boston Consulting Group, and others), customers chose The Highland Group because of its focus on measurable results and its seasoned cast of senior consultants. Each Highland Group professional has a minimum of fifteen years of successful consulting experience, in addition to extensive business experience in various industries and disciplines. As a result, project teams "hit the ground running" and help clients quickly move through their change process.

Reaching More Ideal Prospects in Less Time

The Highland Group's drive for operational effectiveness is more than a goal on external client projects. To compete with larger firms, the firm focuses on matching its core capabilities with the right client organizations.

"For The Highland Group, success begins with having a focused and effective go-to-market strategy-being able to identify all of our best prospects and to reach out to them in a way that let's them know we understand their industry, their business drivers, and their unique challenges," says Nick Lacy, Vice President of The Highland Group.

Within the manufacturing sector, for example, the Highland Group's ideal prospects include companies with more than 1,000 employees and \$100 million in revenue. To reach these companies, The Highland Group uses OneSource's Business Browser Web subscription

service. Through OneSource, the sales team can quickly target prospects based on SIC code, company size, revenues, and other criteria.

In just three months, the use of OneSource has nearly doubled The Highland Group's manufacturing prospect universe and has helped the firm reach key decision makers unavailable through other sources.

"Within manufacturing, we knew the characteristics of the our best prospects, we just weren't sure how many viable one existed. With OneSource, we've discovered at least 1,200 manufacturing facilities and decision-makers that weren't available to us through other sources," says Lacy.

Before OneSource, the telemarketing and sales team used as many as three different sources for pulling together prospect lists and company, executive and industry information. Even with multiple sources-which included Dun & Bradstreet, Hoover's and individual corporate websites-the team had

trouble identifying all of the entities and decision makers within a corporate family.

"The CEO or President isn't always our best initial contact," said Lacy. "OneSource helps us identify all of the companies that fit our profile, including all of the subsidiary locations and the decision-makers at each one. No other source offered this deep look into the corporate family structure and mid-level executives."

Increasing Sales Productivity

In addition to expanding its prospect universe, OneSource has helped The Highland Group increase productivity.

"The ability to segment prospects geographically within OneSource helps us manage our travel time and budgets more effectively," said Lacy. "Our sales team can select a group of prospects, download a telemarketing list, and then schedule a cluster of meetings within a given area and time frame."

Before engaging with prospects, the sales team learns more about each company by reviewing OneSource company background information, news and articles, executive backgrounds, and comparison charts to analyze how the company fits within its industry. The fact that OneSource is web-based makes it easy for the sales team to get up to speed on new clients from anywhere on the road.

"OneSource gives us all of the information we need, in one place that's easy to get at. Having single-page links to a broad range of content results in a dramatic time savings and helps us be more productive in our daily work," said Lacy.

About OneSource Information Services, Inc.

OneSource, a Donnelley Group company of infoUSA, and a recognized leader in business information solutions, delivers unparalleled company, executive, and industry intelligence that makes business professionals more effective and productive in completing their critical daily tasks. OneSource products and services support a company's vital business processes, including serving customers, finding and leveraging new opportunities, and managing suppliers and partners.

OneSource aggregates and integrates information on over 3.2 million public and private companies, 7 million executives, and hundreds of industries worldwide. Combining and organizing this content from over 2,500 information sources supplied by more than 35 world-class content providers.

OneSource is headquartered in Concord, MA, with offices located in North America, Europe, and the Pacific Rim. Additional product information is available at www.onesource.com. Customers include Bank One, Chubb, Citigroup, Deloitte & Touche, HP, i2 Technologies, Orange, Royal & SunAlliance, SAS Institute, and Sun Microsystems.

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United States of America
300 Baker Ave., Concord, MA 01742
Tel 978-318-4300
Fax 978-318-4690

United Kingdom
1st Fl., 36 Poultry, London EC2R BNE UK
Tel +44 (0) 207-367-5757

Australia
Tel: +61 2 9880 7443
Singapore - Tel: + 65 6583 9538

Singapore
Tel: +61 2 9880 7443
Singapore - Tel: + 65 6583 9538

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