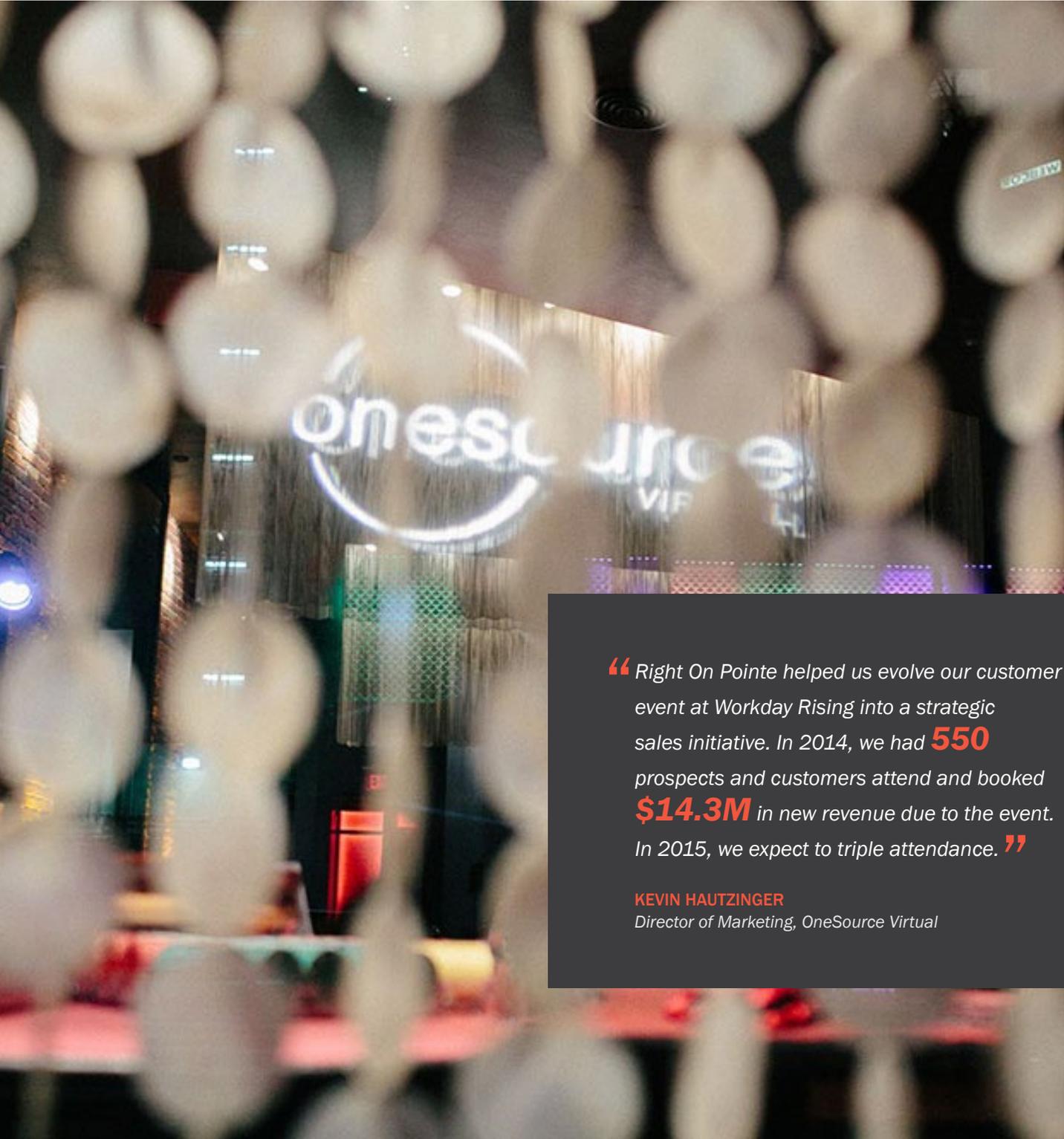




OneSource Virtual **CASE STUDY**



*“Right On Pointe helped us evolve our customer event at Workday Rising into a strategic sales initiative. In 2014, we had **550** prospects and customers attend and booked **\$14.3M** in new revenue due to the event. In 2015, we expect to triple attendance.”*

KEVIN HAUTZINGER

Director of Marketing, OneSource Virtual

CLIENT

OneSource Virtual

INDUSTRY

Technology

LOCATION

Irving, Texas

OBJECTIVES

- Demonstrate marketing leadership and ROI
- Grow marketing team capabilities
- Drive revenue from critical industry event
- Expand into new markets

RIGHT ON POINTE SERVICES

- Marketing advisory services
- Strategic event services

KEY SUCCESSES

- Implemented marketing dashboard to report to senior leaders
- Shared best practices and mentored team as it grew from 3 to 11 staffers
- Justified marketing budget increase from \$300K to \$3M in four years
- Grew strategic customer event to 550 attendees and \$14.3M in new revenue
- Trained new employees on strategic event planning and execution

Marketing on the Rise at OneSource Virtual

Workday Rising is the must-attend customer event of Workday, an innovative provider of cloud-driven finance and HR applications.

It's also a **fit motto for OneSource Virtual**, which recognized the potential of the Workday software as a service (SaaS) solution early on and built its company around it. OneSource Virtual, which cites itself as the **original pioneer** of business process as a service (BPaaS), is a fast-growing private company that's **regularly cited by Forbes, Inc.**, and analysts as a firm to watch.

OneSource Virtual's rapid growth created **exciting opportunities** for Kevin Hautzinger, Director of Marketing, but it also strained the capabilities of his three-person team. Kevin knew that he needed to **grow his team's skill sets** while also making the most of Workday Rising, the vital event OneSource Virtual customers and prospects would be attending.

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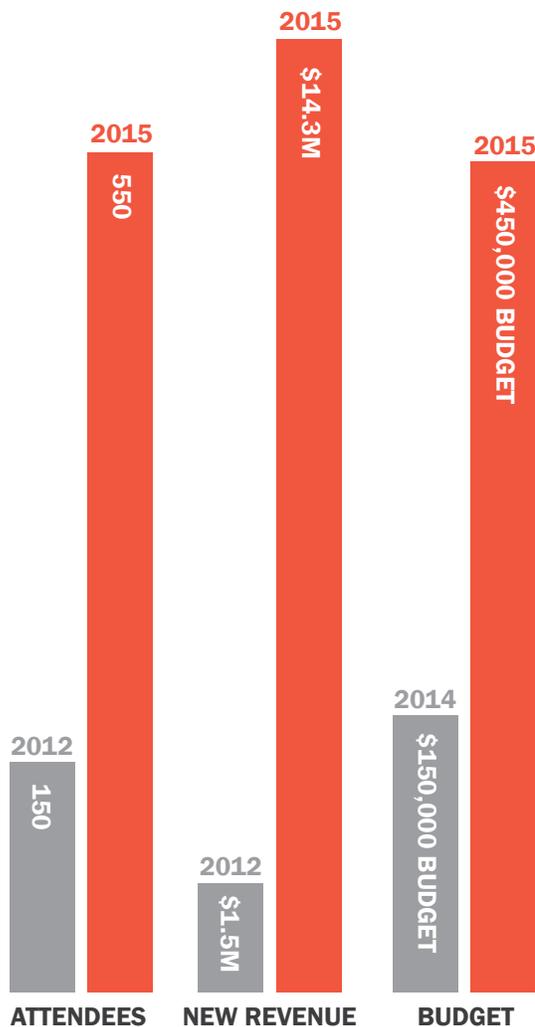


Accelerating Business Growth with Right On Pointe

Coincidentally, Sara Moseley, Co-Founder and President of Right On Pointe, an Atlanta-based marketing advisory and strategic event services firm, reached out to Kevin. Having worked together previously, Kevin knew Sara and her team could help him **align marketing with sales needs, prove ROI to senior management, and add much needed skills and bandwidth at a pivotal time** for his organization.

“Our department was very new, and we just didn’t have **all of the resources** we needed for event marketing,” says Kevin. “We needed to have a presence at several events, but I didn’t have the resources to dedicate to planning them. As anyone who has ever managed a company’s conference program knows, there is a lot that goes into it, from negotiating sponsorships to planning customer events. **So I knew Right On Pointe would be a great fit to help us with that need.**”

Right On Pointe handled OneSource Virtual’s event strategy and execution at Workday Rising. Since the conference attracts up to 4,500 partners and decision makers who are current customers and prospects for OneSource Virtual, it was **essential that this BPaaS firm make a big splash** at the event. Right On Pointe has helped its client evolve its presence from exhibiting with a 10x10-foot booth and holding a simple customer appreciation dinner to **creating the must attend-event of the show.**



Booking \$14.3M From a Single Event

Kevin says Right On Pointe has helped him grow OneSource Virtual's customer event from **150** attendees and **\$1.5M to \$2M in new revenue** to **550** attendees and **\$14.3M in new revenues** in just four years. Since the 2014 conference had around 3,000 attendees, more than one of every six participants attended OneSource Virtual's event. As a result of the teams' ability to book new business, the budget for the Workday Rising customer event has now tripled from **\$150,000 in 2014 to \$450,000 for 2015**.

In 2014, Right On Pointe helped OneSource Virtual plan a **Great Gatsby, roaring 1920s event** with three levels: a top floor with a **DJ, dancing, and the LA Follies**, a group of 1920s dancers; a middle level with **casino games**, and a lower level that was a **VIP area** that was a speakeasy, with a jazz trio and **high end whiskey tasting**. "The VIP area was a great place for our sales and partners to interact with prospects and customers and really threat them well," says Kevin. "Right On Pointe really understood our business and our demographic and customized an event that achieved our goals."

Leveraging Event Attendance for New Testimonials

Customers could also gain access to the VIP area by agreeing to participate in a **testimonial program**. OneSource Virtual staff picked them up via car service, transported them to a filming venue, and shot video in an hour or less, netting **eight powerful new testimonials**.

In 2015, Right On Pointe has helped its client secure a **high-end club**, the **1980s band Foreigner**, and **Cirque de Soleil performers** for its event at Workday Rising. “We want to give our customers and prospects the entire **Vegas experience in one night**. It will be a real spectacle,” says Kevin. “On Sara’s advice, we were able to acquire the club that’s in the same resort complex as the conference. That will really **boost our attendance**, because people can just walk to the event and close out their night there.”

Seeking to Triple Event Attendance in One Year

With the new theme, acts, and well-located venue, Kevin and his team anticipate that they will **triple attendance** to 1,200 to 1,500 attendees or one in every three Workday Rising participants. As always, Right On Pointe team members will handle the event through execution, solving any problems that arise onsite.

“Right On Pointe is a **great extension of your team**, especially when you don’t have all the skills and the resources you need,” says Kevin. “The Right On Pointe team has always found the location and vendors for our Workday Rising event, negotiated all the contracts, and helped us develop the theme. And through their unlimited contacts and resources, they’re able to get us access to the **best prices** we normally wouldn’t have access to.” As an example, he cites a **\$20K savings** on just one big-ticket item that Right On Pointe was able to negotiate down.



Creating a Solid Foundation for Marketing Success

A few months into working with Sara's team, Kevin also decided to add **marketing advisory services**. Sara and Kevin held weekly calls to help Kevin set up his marketing organization for success. Over the course of a year, Sara helped Kevin build a **marketing dashboard to report progress** and ROI to senior leaders, restructure his organization vertically, and **justify additional marketing spend** for staff and key initiatives. In addition, Sara and her team mentored employees who were moving into event marketing from other functions, by providing strategy-setting, best practices, and resources to them as they took on greater responsibility.

"When I joined OneSource Vertical, I was employee number 108," says Kevin. "We're up to 604 now. So we were all kind of new, and everyone was wearing different hats. One of our problems was **how do you become an expert** in your field and give a lot of value to your organization, when you're juggling 100 different projects?" he says. "Sara helped us pull together data for a dashboard we use with our senior leaders. We looked at our **top goals for the year** and quickly honed in on the analytics an executive, board member, or future investor would want to know. Sara coached us, and as we began rolling out more initiatives, it became a very extensive report."

Implementing a Marketing Dashboard that Proves ROI

Kevin says that the **monthly dashboard**, as well as **annual report** he instituted with Right On Pointe's guidance, have proved **marketing's ability to drive sales**. "Because of the analytics and reporting that we've implemented with Right On Pointe, we have grown our budget from **\$300,000 in 2011 to \$3 million today**," states Kevin. "We can provide the information that private investors and our executives need. This not throwing darts at the wall to see what sticks. It's saying, "We're making a decision to spend this money, because we have the analytics that say this a **smart investment**. And again, all of this stemmed through Sara's coaching."

Kevin's dashboard is so sophisticated that he can track spend down to the hours spent on each project and the **market value of that effort**. "The first Monday of every month, I pull up the dashboard and show our executives what we're working on: from serving internal customers to what we're doing to generate leads and close business," says Kevin. "This has helped us **make critical decisions**, including whether to insource initiatives or use an agency."

“Because of the analytics and reporting that we’ve implemented with Right On Pointe, we have grown our budget from **\$300,000** in 2011 to **\$3 million** today. Our marketing dashboard helps us structure conversations with senior leaders and show them numbers that demonstrate the ROI of every activity our team undertakes.”

KEVIN HAUZINGER
Director of Marketing,
OneSource Virtual



Mentoring and Upskilling a Junior Marketing Team

Right On Pointe also provided **valuable advice** and mentoring as Kevin's team expanded. "Sara gave me some **great insight** that really allowed my team to grow. We are now up to 12 employees," says Kevin. "I was trying to manage eight or nine people at one point, and Sara helped us restructure from a horizontal organization to a vertical one. I now manage four individuals directly, who each have two to three employees reporting to them, so that has given me **a lot more time back in my day**. I'm able to do **higher-level activities**, like setting strategy and managing the budget, rather than being so tactics-based."

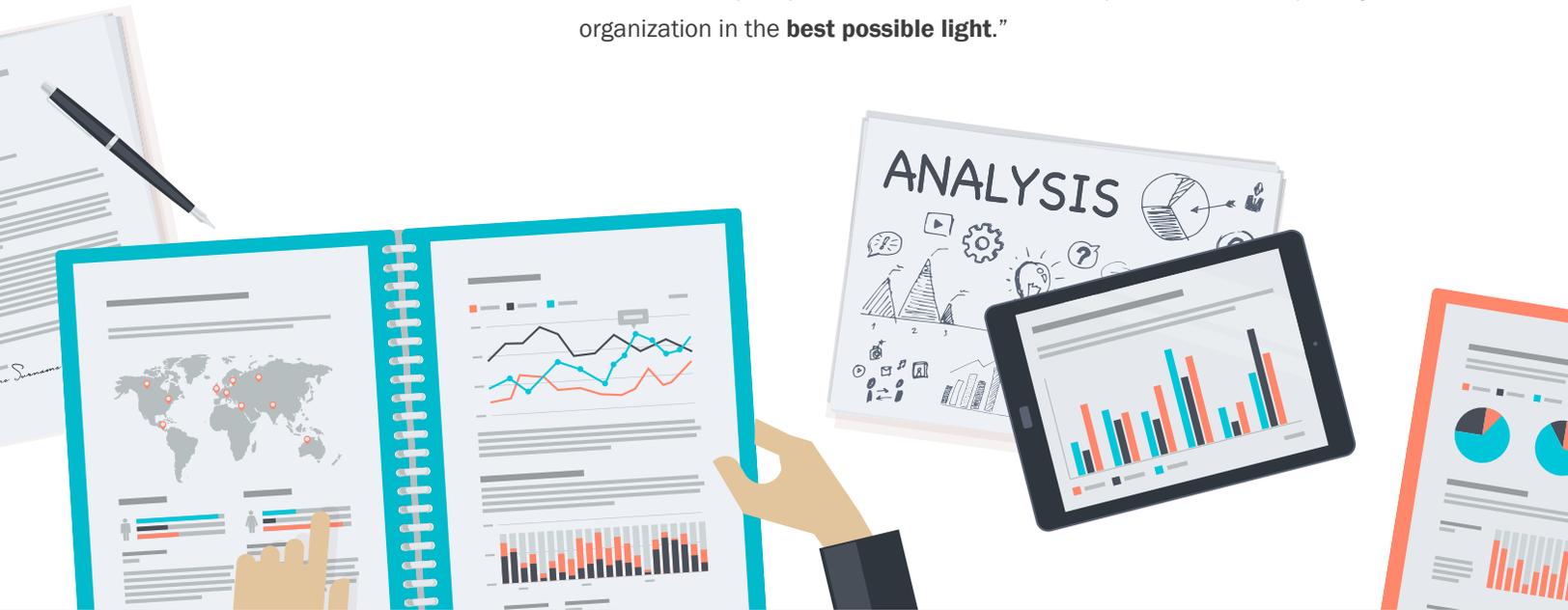
"In addition to working with me, Sara worked with an event coordinator who was brand-new to the role and really **learning the ropes**," states Kevin. "They met on a weekly basis, and Sara made sure that our staffer was thinking of everything that went into planning an event, from ordering the booth and getting everything shipped, to handling on-site logistics. In just one year, the event coordinator was able to execute a conference with very little supervision and have it go off flawlessly. And that again was a **real testament to Sara's tutelage**."

"After every event, Right On Pointe would hold calls with us to find out **what were the takeaways**: what worked well and what didn't work," Kevin says. "They leaned on us to become experts in our field. And **it's obviously worked**, because each year, our events and the sales we book from them have **grown significantly**."

Kevin says the ability to use Right On Pointe to train junior staffers is extremely valuable, because it allows him to leverage his hiring budget to meet more needs. "We also want to **build our employees' skills** so they can develop their careers at our company," he says.

Using Right On Pointe to Expand Into New Markets

Right On Pointe has proved itself to be a valuable strategic partner. “We’re **growing globally** and will be setting up some overseas offices, so we’ll be looking at a lot of events in the **European market**,” he says. “I see our **business with Right On Pointe growing substantially**. They have the abilities and the contacts we don’t have yet because we haven’t marketed overseas. So we will really lean on them to help us present ourselves to the European market and portray our organization in the **best possible light**.”



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