

Success Snapshot



Profile: Misys PLC



Misys ('Misys'; www.misys.com) is a leading global application software and services provider focused on delivering value to customers through integrated and comprehensive solutions. In Banking and Treasury & Capital Markets, Misys is a market leader, with over 1,200 customers in more than 120 countries, including all of the world's top 50 banks.

Misys uncovered a gap in its sales approach around political analysis. A lack of understanding of influencers and decision-makers in its prospect and customer organizations meant that deals were not benefitting from the usual levels of research and discussion, levels of relationship were not being raised, and the relationships were not deepening to their satisfaction.

Misys sought a solution which could complement their sales methodology, could be customized to their requirements and which could enable them to much more effectively navigate the political structure of their deals and share the knowledge and best practice throughout the organization.

The Solution

Misys set up an evaluation team to score Dealmaker® across four rigorous criteria: ease of use; value for money; value add to the field; strategic fit to the organization. Dealmaker met or exceeded all four criteria for all evaluators.

Misys selected Dealmaker® TAS Opportunity Management Edition, which included;

- Dealmaker sales effectiveness, designed around needs of the salesperson, to enhance productivity, optimize CRM compliance and underlying data quality, easily and graphically map the political structures of customer organizations, reinforce best practice, and so accelerate revenue.

The Implementation

Misys invested in Dealmaker in early quarter 2 of 2008 and launched the solution to its global sales teams in June of the same year.

Misys was impressed with The TAS Group's willingness to start small, implement the project quickly, and take a long term, partnership-oriented approach to growing the relationship.

About the TAS Group

The TAS Group delivers improved sales effectiveness through our unique blend of sales technology and experience, resulting in 89% better quota achievement. Our industry-leading methodology has helped more than 650,000 sales professionals find and close more deals, and our proven sales process makes your forecast and pipelines accurate by putting science behind it. And because on-the-job training is the most effective way to learn, our virtual learning system is available to your sales team for daily use worldwide - reinforced by expert coaching. It all gets delivered through our Dealmaker® technology - the on-demand application that enhances your existing CRM system to produce sustained results. Headquartered in Seattle, with international offices in the UK and Ireland, the TAS Group is the only sales effectiveness organization with a continuous multi-million dollar investment in its own methodology and technology R&D center. The TAS Group also hosts and moderates The Sales 2.0 Network ('S2ON'; www.sales20network.com), a global, virtual, thought-leadership forum to discuss issues relevant to sales professionals in a Web 2.0 world.

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Voice of the Customer



Craig Fellowes
Sales Operations Manager

"We were impressed with The TAS Group from the word 'go'. They were always available and the fact that they develop their own software gave them a responsiveness and flexibility that made it easy for us to work with them. We couldn't get this approach from anybody else.

"We had an extremely aggressive schedule and the whole project was completed within two months in time for our global sales kick-off.

"The software is so intuitive and graphically pleasing that the sales teams could see immediate value. It became very clear that the value was not only in seeing who we know but who we don't know and how to leverage the relationships we do have with our customers further."