

# Case Study



## **Providing an experienced demand generation partner to generate consistent enterprise-level opportunities.**

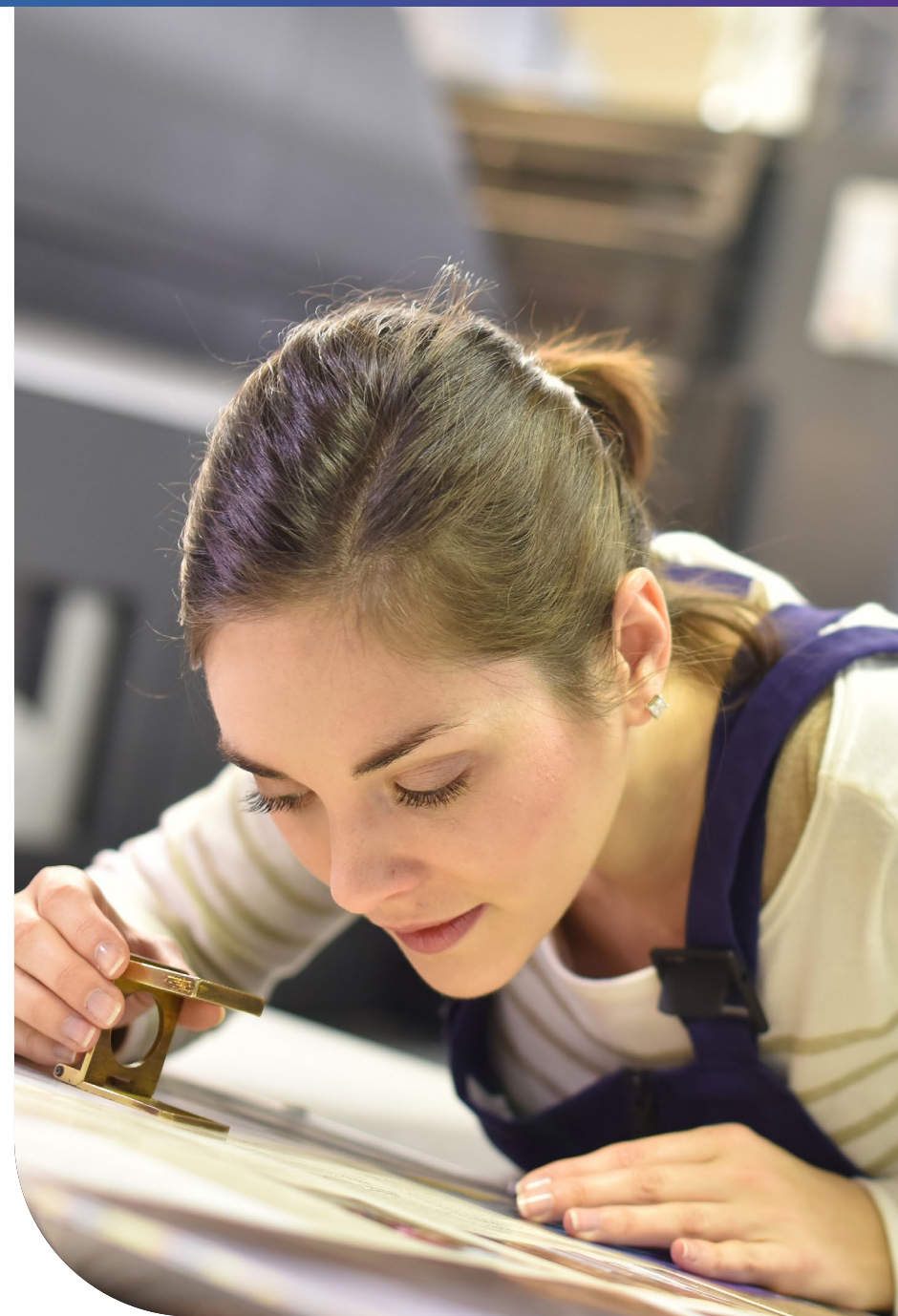
Konica Minolta is a leading services provider of enterprise-level IT solutions, ranging from business process optimisation and document management services to multifunctional peripherals.

### **The Challenge**

Lacking the demand gen and inside sales resource to focus on lead generation and development, Konica Minolta sought an experienced sales and marketing partner to generate enterprise opportunities alongside their in-house team.

### **The Solution**

We initially targeted ICP mid-market and enterprise organisations in the UK, across legal, logistics, catering and energy sectors. After introducing marketing in April 2021 to support outbound sales, we executed an integrated demand generation campaign. This identified the strongest sectors for digital services and helped optimise our campaigns for most engaged personas, resulting in consistent improvements in SQL generation.



## The Outcome for Konica Minolta

Over the first 2 years and 10 months.

1251



Opportunities  
Created

£175k

Estimated Average  
Deal Value

£40m

Estimated Pipeline  
Value Created

Marketing Support (Across 18 Months)

139



Marketing  
Qualified Leads

25.9%

MQL-to-SQL  
Conversion Rate



## New Goals

In response to the decline in print demand caused by the diffusion of digital media, Konica Minolta is actively diversifying its offerings, forging new paths in information management and video monitoring.

While the organisation sought to break new ground with software-based solutions, it aimed to boost revenue by offering complementary solutions to current clients, leveraging existing relationships to further understand its customer needs.

## Fresh Strategy

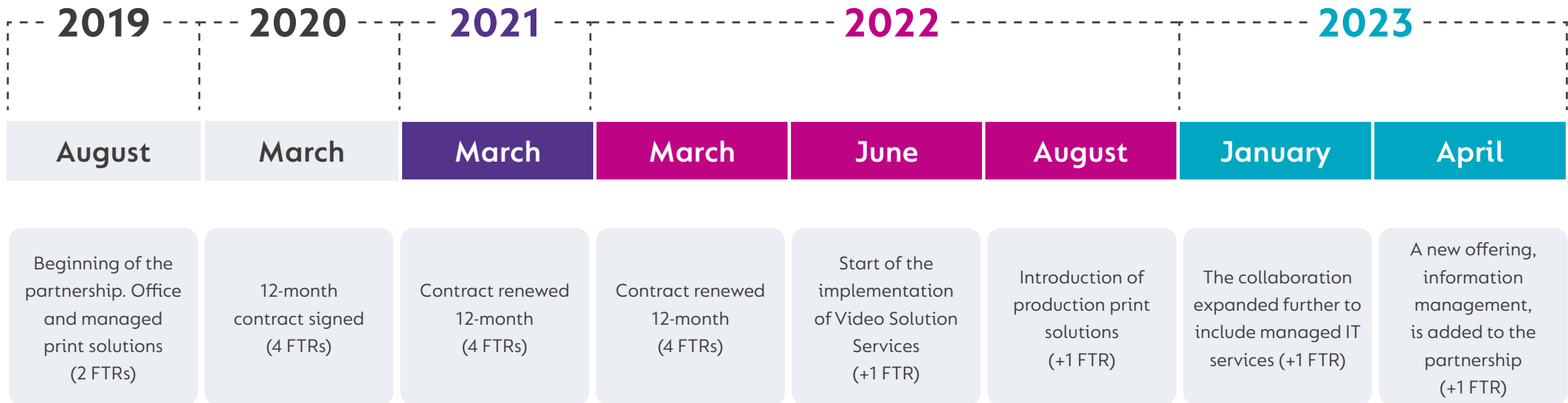
Since its start in 2019, the partnership between Konica Minolta and durhamlane has evolved to match the company's goals and global market trends.

From 2022, one additional Sales Development Representative is fully dedicated to generating new business opportunities in the video monitoring segment.

In 2023, the project has expanded further to include managed IT services and information management. Currently, two additional full-time team members are prospecting in this new area and engaging with existing Managed Print customers to discuss the benefits of digital services.

Our SDRs' cross-selling efforts are helping Konica Minolta expand into the software solutions space while obtaining key insights that ensure market relevance and customer satisfaction. Supported by dedicated marketing campaigns, durhamlane's additional resources take the time to understand the challenges and intricacies of the new market, and provide tailored guidance and insights specific to Konica Minolta's objectives.

## Campaign Renewals and Activation Timeline:



## Results (October 2022 - May 2023)

**+236** 

Sales Qualified  
Leads

**+137** 

Marketing Qualified  
Leads

**27%**

MQL-to-SQL  
Conversion Rate