

# itelligence

## CASE STUDY



“ Squirro goes a step further and truly merges social and professional networking. Squirro – compared to specialized sources – consistently delivers more and better results. ”

Stephen Rietzke, Business Development Manager at Itelligence.

### The Challenge

Steve works in business development for the division of itelligence that focuses on mid-market private equity “exit” transactions. They find opportunities to sell SAP products and services to the parties involved in these transactions, as well as the firms who act in an advisory capacity.

- Track private equity „exit“ transactions and the involved parties - in addition to advisory companies.
- Track thought leaders’ opinions of the transactions and issues.
- Find opportunities to Sell SAP products.
- Increase research efficiency.

### The Solution

With Squirro, they are able to centrally stay on top of prospect customer news and private equity „exit“ transactions. They use Squirro to track the postings of people in his LinkedIn network. For example, a particular analyst may have commented on a blog somewhere or tweeted something, so Steve sees this person’s comments and can know his opinion of the issue before he calls.

He subscribed to two for-pay services and set Squirro up. When he compared its results to these two sources, Squirro was catching all of the transactions they did, and in some cases, reporting on them even before these news services did. “There is always more in Squirro”, he says.

With these insights, they use Squirro to populate a weekly report of potential sales opportunities / clients for SAP.

### The Impact

- Steve is reassured, with Squirro, that he isn’t missing anything (he has tested and been satisfied that Squirro has found everything he needs and more).
- He just needs to look at his Squirro alerts once per day and know he’s not missing something.
- He doesn’t have to hire a researcher or pay for a service to do this for him.
- Squirro helps him use the time he devotes to research more efficiently.

### About itelligence

itelligence is one of the leading international full-service providers for solutions in the SAP environment, employing more than 2,200 highly qualified employees in 20 countries and in 5 regions (America, Asia, Western Europe, Eastern Europe and Germany/ Austria/ Switzerland).

itelligence is a subsidiary of NTT Global, and is the world’s largest SAP reseller.





## About Squirro

Squirro is the personal digital research app. Broader than feeds and more specific than search, Squirro filters out the noise to give you the content that matters most.

Squirro scans thousands of sources from social media, private databases and company internal sources to find the most relevant on your topic of interest. The result is a living collection you can synthesize, analyze, and share.

Squirro is developed by passionate entrepreneurs with a simple vision: simplify the everyday need to find, remember, organize and collaborate on content intelligence. They created Squirro following Memonic, the award-winning, online note-taking app and the Swiss search engine local.ch.

## Contact

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