



PROFILE: Passport Corporation is a leading provider of enterprise-class solutions for the telecommunications and financial industries, including web and wireless, highly scalable applications. Since 1990, Passport has utilized a proven application framework and methodology to develop and deploy robust, flexible and secure solutions for Fortune 1000 clients.

OBJECTIVE: Design, develop and implement new sales, marketing, channels and CRM tools, programs and methodologies to support Passport's transition from a technology/services oriented company to a solution/product/marketing oriented company.

APPROACH: Utilize the sales, marketing, channels and CRM advisory services of Revenue Results to support the company's sales and marketing operation.

THE BUSINESS CHALLENGE

Passport Corporation was founded in 1990 to build and market enterprise class development tools. However by 1998, the Year 2000 (Y2K) had dramatically reduced the number of new enterprise applications being developed causing a major shakeout in the application tool marketplace. As a result, Passport decided to focus on providing custom software development and integration services instead of software products. Although the company was growing at approximately 40% annually, Passport's CEO Alan Tonnesen realized that their sales and marketing operation needed to be reengineered to meet the needs of a product/marketing oriented company. Like many fast-growth companies, Passport's internal sales and marketing systems, procedures and programs did not keep pace with the company's growth. Marketing was not generating enough qualified leads. Sales inquiries and leads were not being followed up. The marketing literature and corporate web site did not reflect the new business strategy.

THE SOLUTION

In the spring of 2001, Passport partnered with Revenue

Results for sales, marketing, channels and CRM resources during the company's expansion. After an initial *performance assessment*, Revenue Results developed a strategic and tactical action plan to address Passport's requirements. Passport's immediate need was to prepare for a major industry trade show in five weeks. Revenue Results hired a quality driven full-service marketing agency to assist in the trade show preparations. Within five weeks, Revenue Results had coordinated the development of:

- A new corporate identity and market positioning
- New marketing literature & corporate web site
- A new trade show booth design
- A new public relations campaign
- Two new product/service names
- A thirty page trade show Resource Handbook

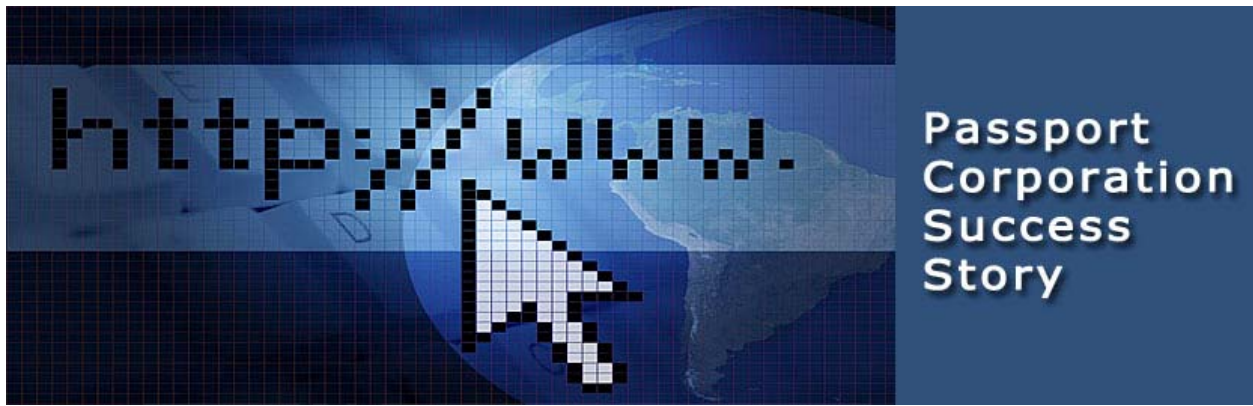
Additionally, Revenue Results developed and executed a sales, marketing and CRM training course called "Managing Customer/Prospect Relationship Training" for Passport's trade show team and other support staff.

After the success of the trade show, Passport had an immediate need for high quality sales leads. Revenue Results designed, implemented and managed on-going lead generation programs increasing the pipeline of the sales force. Revenue Results then designed a multi-user lead, marketing and CRM application residing on a Windows server.

"Revenue Results has helped us tremendously in producing our new marketing literature and our new web site as well as helping us formulate and execute a focused sales strategy. In addition to this, Revenue Results has helped us put together an impressive booth and collateral for the recent tradeshow in Atlanta, Georgia. This show resulted in a number of excellent leads to potential customers and partners. Revenue Results has been a significant catalyst in the reengineering of our sales and marketing operation. Michael Routh is an enthusiastic, polished professional and a total gentleman" said Alan Tonnesen, CEO of Passport Corporation.

For more information, please contact **Revenue Results**
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