



# COMPANY CASE STUDY

Discover How Actifile Increased Their Sales with Amiy's Customized Sales Strategy

## AT A GLANCE

### CHALLENGES

- New customers
- No capacity for employing in-house SDRs
- Business development

### BENEFITS

- 40+ qualified meetings monthly
- 5 direct sales right after first demo
- Bring new markets to the client



Actifile is an all-in-one data security platform built for SMBs and their IT partners (MSPs and MSSPs) to meet their customers' data security expectations. Founded by IT veterans, Actifile discovers and protects SMBs' most important asset: sensitive data.

## CHALLENGES

As a 5-year-old company, the client needed a business development partner to help achieve their growth objectives by delivering high-quality meetings in their key-sectors across the US.

The client didn't have the capacity to train, hire, and manage in-house SDRs and required an outsourced partner to book qualified meetings with tough, SMEs, MSPs and MSSPs.

## SOLUTIONS

Amiy has provided 3 well-trained and expert SDRs for the client since November 2021 who changed the game with a fresh and unique approach in messaging and outbound activities tailored to SMBs and their MSPs and MSSPs.

Amiy's dedicated SDRs for Actifile continued to craft new ideas that led to the addition of customer success support to boost pipeline figures and retain customer satisfaction.

## THE RESULTS

**40+ qualified meetings** booked by a team of 3 skilled SDRs monthly.

**5 direct sales** were closed right after the first demo.

**A successful partnership** is ongoing with Amiy SDRs for Actifile keeping track of the progress of the prospects and helping sales executives close the deal.