



Brainnwave
Data. Intelligence.

Case study: Aggreko PLC

Putting Data at the Heart of Customer Acquisition Delivers a 25% Increase in Pipeline and 1000%+ ROI

Introduction

Aggreko develops bespoke energy solutions by supplying its global customer base with temporary power generation and temperature control equipment.

Aggreko entrusted Brainnwave to help transform their approach to selling, ensuring the correct data and applications were in place to enhance the go-to-market (GTM) strategy and pursue the most attractive opportunities.

The Challenge

Aggreko's primary challenge was connecting the global sales strategy with opportunities in real-time, using a data-driven approach, to identify ideal customers and support GTM initiatives.

The internal process of gathering and analysing data was expensive and time-consuming, taking 6-8 weeks per country. Once updated, the data was static and dated quickly. They required a real-time solution to connect their strategy to global

Company: Aggreko PLC
Revenue: £1.37bn (2020)
Footprint: Over 100 locations in more than 30 countries.
Objectives: Gain competitive advantage, increase pipeline and revenue, improve marketing & sales excellence, improve efficiency, proactively understand and respond to market trends, support go-to-market for new propositions.

sales operations and enable digital transformation for the 600-strong salesforce to engage and win ideal customers more effectively from a market of over 250,000 unique opportunities.

Aggreko needed to change the dynamic from a reactive word-of-mouth to a more data-driven proactive approach and required an up-to-date understanding of the market activity, demand and trends to counter the threat of more agile competitors and get ahead of the curve.

There are many systems and platforms already in the market, including some of our own data providers and data analytics providers. However, none of these individual vendors can offer everything that we need across all geographies and sectors. Few have map layering capability, and few are likely to achieve bespoke development as nimbly as Brainnwave due to their size and approach.”

- Aggreko Internal Communications

The Solution

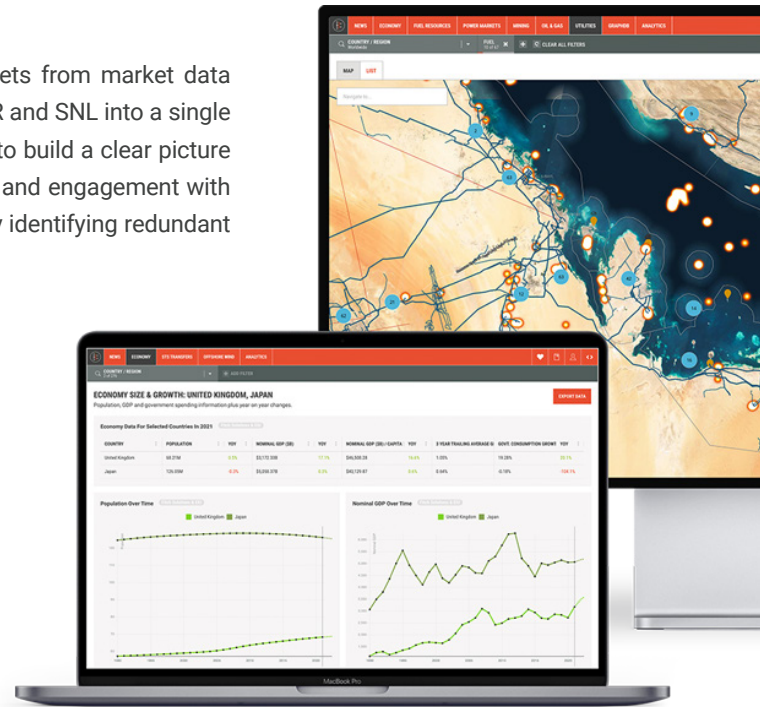
Brainwave's proven methodology, underpinned by its intelligence platform, was selected to deliver Aggreko's market intelligence solution (AMI) to operationalise the sales and marketing strategy by improving real-time visibility and prioritising the best customer opportunities. AMI connects and aggregates internal data with external data vendors and applies machine learning algorithms to provide business unit specific visualisations and geospatial mapping that allows fast and accurate identification of ideal customer opportunities based on predefined criteria.

A Single Source of Truth

Through AMI, Aggreko can now interpret multiple unrelated data sets from market data providers including Bloomberg, Fitch, EIU, Climatescope, BP, Platts, IIR and SNL into a single source of truth. The functionality allows sales and marketing teams to build a clear picture of customer opportunities across the globe, improving identification and engagement with priority opportunities. AMI further optimises data vendor spending by identifying redundant or infrequently used licences.

Leveraging Data Science

AMI's algorithms and analytical tools enable the sales teams to search, sort and rank hundreds of thousands of global opportunities based on complex criteria through simple, no-code, intuitive user interfaces. AMI amplifies the signals in the data providing new insights previously unavailable, enabling more accurate qualification, better forecasting and more effective allocation of the 600-strong global sales force to reduce sales cycles and improve revenue forecasting accuracy.



Visualising Intelligence

Integrating Brainwave's geospatial module allows Aggreko users to access analysis through map-based visualisations of data, including satellite images, to understand relationships more easily between power-grids, customer sites and Aggreko service centres. This new dimension empowered Aggreko to understand its customers in ways that were impossible before and provided management with a tool to discuss strategy on a real-time basis at a division, region or country level.

Realising Value

AMI was deployed in under three months, saving Aggreko many hours on research and reducing the reliance on expensive consulting engagements. AMI enables business units to access a real-time, enriched stream of intelligence, delivering significant efficiencies and transforming the sales process to improve win rates with target customer opportunities.

AMI has helped us align with new developments happening across different sectors, which helps our sales and operations team to have a proactive approach while working on opportunities."

- AMI User

The Outcome

- Increased sales efficiency and effectiveness with the ability to identify the top sales opportunities for each business vertical, division and region, **leading to a 25% increase in pipeline, driving incremental revenues of \$8m+p/a and delivering over 1,000%+ return on the investment made in the technology.**
- Efficient qualification of potential opportunities in the pipeline to bring only the most attractive opportunities to the forefront, **with the most active users seeing up to 75% of their pipeline coming from AMI insights.**
- Competitive advantage gained from an enriched dataset using economic data, sector intelligence, market data and competitor activity. Eliminated the need for time-consuming manual data updates and bespoke market surveys, **saving between 4-6 weeks of research time per market, 22,760 workforce hours and removing the reliance on expensive consultants.**
- **De-risking go-to-market strategy** for a new gas-flaring solution by utilising satellite imagery and data science to identify ideal customers and locations.
- Provided a real-time benefits calculation tool enabling sales teams to **accurately demonstrate potential customer cost benefits, leading to improved sales cycles. Culminating in 87% of AMI users recommending the solution to colleagues.**

1,000%+
Return On Investment

\$8_m
Incremental revenue p/a

75%
Of pipeline driven by AMI insights

22,760_{hrs}
Workforce savings p/a

\$2.2_m
Cost savings p/a

87%
Users recommend solution

Are you looking for powerful insights to support decision making and gain competitive advantage?

Get in touch today →