Asimily: Pipeline Acceleration and Sales Development in the Middle East and EMEA

🤝 Introduction:

Asimily, based in Sunnyvale, California, is a leading cybersecurity company established in 2017. Specializing in the protection and management of connected medical devices and healthcare networks, Asimily leverages advanced analytics and machine learning to offer comprehensive solutions for identifying, assessing, and mitigating risks associated with the Internet of Medical Things (IoMT).

Despite their success in the US market, Asimily faced challenges when attempting to break into the Middle East and EMEA regions, primarily due to cultural differences and a lack of local experience. To overcome these obstacles and accelerate their pipeline and sales development goals, Asimily partnered with memoryBlue. This case study explores how memoryBlue's tailored sales development programs and multichannel outbound outreach strategies helped Asimily achieve its objectives and establish a strong market presence in these new regions.

🚩 Business Challenge:

- Market Entry Intimidation: Asimily, an American company, found it daunting to break into the Middle East and EMEA markets due to cultural differences and lack of local experience.
- Pipeline Generation: As a relatively new company with minimal brand awareness, Asimily struggled to generate pipeline and connect with the niche audience of hospitals in these regions.
- Niche Audience: Targeting hospital information technology and security professionals, Asimily faced challenges in widening its reach and engaging the right people.
- Lack of Local Resources: Hiring locally was deemed too risky for an experimental venture into new regions, leading Asimily to seek external expertise.

👤 About Asimily:

Asimily leverages advanced analytics and machine learning to offer comprehensive solutions for identifying, assessing, and mitigating risks associated with the Internet of Medical Things (IoMT). The company's platform provides continuous monitoring and real-time visibility into device behaviour, vulnerabilities, and potential threats, ensuring the security and operational integrity of critical healthcare infrastructure. Asimily's key features include risk management, anomaly detection, compliance and reporting, incident response, and asset management.

🚩 The Goal:

- Quicker Market Entry: Asimily aimed to enter the Middle East and EMEA markets swiftly and effectively.
- Increase Pipeline: The primary objective was to generate a robust pipeline through quality conversations and qualified meetings.
- Replicate US Success: Building on their success in the US, Asimily wanted to explore if similar success could be achieved in new geographies.
- Minimize Commitment: Instead of hiring locally, Asimily sought to test the waters with minimal commitment through expert external help.

💡 The Solution:

- **Choosing memoryBlue**: Asimily partnered with memoryBlue due to their global reach, familiarity with local cultures, and language capabilities in the Middle East, as well as the company's experience in providing high-quality sales development solutions for the B2B SaaS industry.
- **Tailored Sales Development Programs:** memoryBlue designed a customized sales development and lead generation strategy targeting the Middle East and EMEA regions. Customizing the sales development strategy ensured that the outreach was relevant and resonated with the ICP, ensuring their challenges and goals were addressed. This tailored approach increased the effectiveness of the campaigns and the likelihood of successful engagements.
- **Multichannel Outbound Outreach:** memoryBlue implemented a comprehensive multichannel approach to reach the right people at the right time within the buyer journey. This included outbound telephone calls for immediate interaction and feedback, social media outreach on platforms like LinkedIn for a personal and professional touch, and targeted email campaigns to deliver tailored messages and nurture prospects through the sales funnel. Combining these channels ensured a consistent and persistent market presence, maximizing the chances of reaching and engaging potential buyers.
- **Expertise in Niche Markets:** memoryBlue's SDRs leveraged their understanding of the market, addressing cultural nuances and effectively communicating Asimily's value proposition. They learned about the solution, ensuring they understood the goals and challenges of the ICP to effectively pitch to them.

📈 Results:

- **Pipeline Growth:** memoryBlue significantly accelerated Asimily's pipeline, achieving results that the company representative said would have been unattainable otherwise.
- **Increased Brand Presence:** memoryBlue local knowledge and language capabilities enhanced Asimily's brand presence in the Middle East and EMEA.
- **Qualified Meetings:** The success was measured by the number of qualified meetings sat per month, leading to increased opportunities for product demonstrations, sales and brand awareness in these regions.
- **Strategic Market Advantage:** Entering less competitive markets allowed Asimily to capture market share and establish a foothold ahead of competitors.
- **Operational Efficiency:** memoryBlue's tailored approach and efficient communication strategies facilitated Asimily's experimental entry into new regions without the need for permanent local hires.

About memoryBlue:

memoryBlue is a sales development consulting firm based outside of Washington, D.C., that specializes in helping a wide range of high-tech clients accelerate new business growth globally.

With nearly two decades of proven results and offices worldwide, businesses trust the firm to help gain a competitive advantage in the reach and effectiveness of sales development efforts. The company has worked with over 850 high-tech companies to provide outsourced sales development services, sales management expertise and strategic sales talent acquisition assistance.