

From Returning Customer to an \$8M+ Pipeline

How QiO Technologies Expanded Across EMEA with memoryBlue



About QiO

QiO Technologies develops AI-powered software that helps industrial organizations and data centers reduce energy consumption and operating costs.

Overview

The company first partnered with memoryBlue to build pipeline in the UK data center market. As QiO expanded into industrial manufacturing, it decided to bring business development in-house, believing industry experience would deliver better results.

It didn't.

QiO returned to memoryBlue, expanded across Europe and the Middle East, entered manufacturing, banking, and financial services, and built an eight-figure pipeline.

“We came back to memoryBlue, got the industrial campaign running, and we've been very, very successful. At the same time, we've continued working together in the data center sector as well. Both have continued to deliver.”

Gary Bourton
CEO, QiO Technologies

“What started as a UK-focused program quickly grew into a much broader initiative. Together, we expanded across Europe and the Middle East while helping QiO break into new verticals like manufacturing, banking, and financial services, all while maintaining the same quality standards.”

Ali Pasha

Delivery Manager, EMEA, memoryBlue

As QiO expanded into new industries, memoryBlue became embedded in the company's commercial process rather than operating as a standalone SDR team. Sales, marketing, and business development worked together to prioritize target accounts, refine buyer personas, and shape campaign messaging before a single prospect was contacted.

Marketing identified the highest-priority accounts through lead scoring, while memoryBlue SDRs turned that engagement into conversations—building relationships, securing meetings, and often joining QiO team on introductory customer calls.



AI Identifies, Humans Connect

For a company building AI-powered software, QiO has a surprisingly simple philosophy: AI should help identify opportunities, not replace human conversations.

The company uses AI to prioritize accounts and surface insights, but it believes trust is still built person to person. That philosophy shaped the partnership from day one.

To represent the QiO brand effectively, memoryBlue SDRs immersed themselves in the business. They learned the platform, the value proposition, and the distinct commercial language used across both the data center and industrial manufacturing markets. They also attended industry events, including Data Center World, alongside the QiO team, giving them the context needed to have informed, credible conversations with prospective customers.

“People can see through AI-generated outreach. The interactions that work are the personalized ones where someone has taken the time to understand your business. That's why we've continued to take a very human-centric approach.”

Gary Bourton

CEO, QiO Technologies

The memoryBlue partnership



For QiO, meetings were never the goal. Revenue was.

Every meeting generated by memoryBlue was reviewed during weekly pipeline sessions, helping both teams continuously refine targeting, buyer personas, and messaging.

That disciplined approach consistently generated around 16 qualified customer meetings every month across QiO data center and industrial manufacturing campaigns. Those conversations have contributed to an **eight-figure sales pipeline**, with memoryBlue now driving approximately **90% of QiO outbound business development activity**.

“The leading indicator is getting high-quality meetings, and we review that every single week. The ultimate measure is whether those meetings become revenue, and we're now working on multiple opportunities that came directly from memoryBlue securing the first conversation.”

Gary Bourton
CEO, QiO Technologies

Every partnership evolves. Few are tested the way this one was.

QiO made the decision to bring business development in-house, believing it had found a better model. Looking back, Gary Bourton sees the company's return to memoryBlue, and the decision to expand the partnership, as the clearest measure of its success.

“The biggest testament is that we went away from memoryBlue, realized we'd got that wrong, came back, and then actually grew the team as well. I don't think there's any better endorsement than that.”

By the Numbers

\$8M+

of pipeline generated

107+

meetings delivered

90%

of outbound business development managed by memoryBlue

3

new industries entered

EMEA

expansion from an initial UK program

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