



onesource
VIRTUAL

OneSource Virtual STRATEGIC CUSTOMER EVENT CASE STUDY



*“More than **50%** of our marketing budget goes to events every year. That is where we see the largest return on investment. We have generated **\$64MM** in new revenue opportunities from just one customer event, on a budget of **\$610K.**”*

KEVIN HAUTZINGER

Executive Director of Marketing, OneSource Virtual

CLIENT

OneSource Virtual

INDUSTRY

Technology

LOCATION

Irving, Texas

OBJECTIVES

- Leverage Workday Rising user conference to grow sales pipeline and position the company for continued success
- Use strategic events to fuel business growth and global expansion efforts
- Edge out competitor events to hold the must-attend party at the Workday Rising conference

RIGHT ON POINTE SERVICES

- Strategic event design and execution
- Vendor negotiation and management
- Event team coordination and upskilling

KEY SUCCESSES

- Nearly doubled projected attendance, drawing 2,162 participants instead of an estimated 1,200 customers and prospects
- Ensured nearly 1 out every 2 Workday Rising participants attended the OneSource Virtual event, Totally
- Tripled projected pipeline revenue opportunities from \$20M to \$64MM, supporting OneSource Virtual's sales and global expansion efforts
- Initiated event sponsorship program with \$60K in fees, with plans to grow this program significantly in 2016 to offset event costs

How OneSource Virtual Has Used One Event to Land \$64MM in New Business

OneSource Virtual has staked its business on developing innovative Business Process as a Service (BPaaS) solutions around Workday's cloud-based finance and HR application. OneSource Virtual helps its customers use **Workday's market-leading technology** to streamline processes, increase efficiency, and optimize organizational performance.

Although OneSource Virtual is a strong believer in all things virtual, it uses a **traditional face-to-face marketing** technique to grow its business exponentially: events. Like most B2B marketers, Kevin Hautzinger, Marketing Director, OneSource Virtual, believes that **conferences and tradeshows are the #1 channel for generating high-quality leads.**

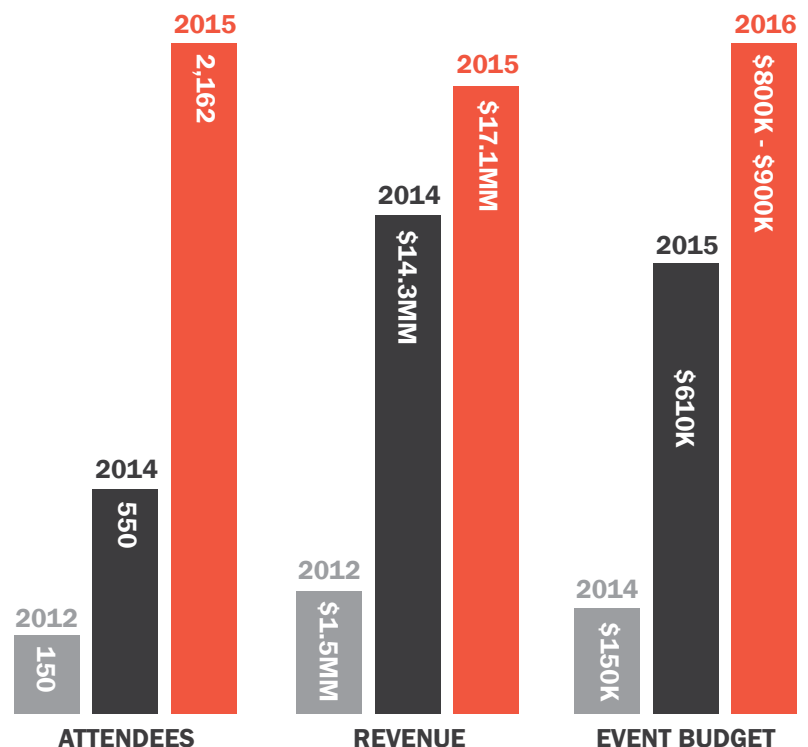
2015 ATTENDANCE GOAL:

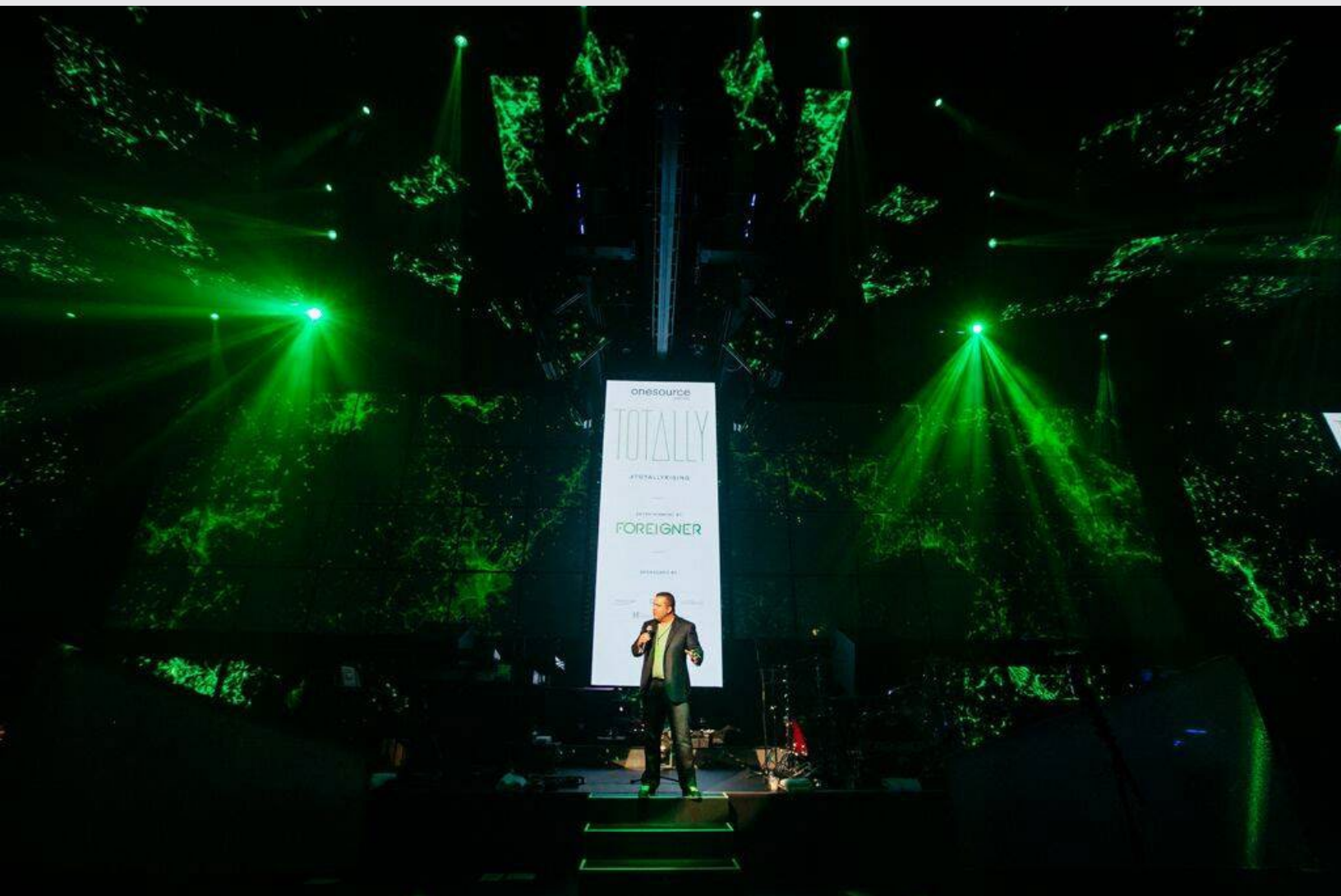
1 out of 4 attendees (1,200)



2015 ACTUAL ATTENDANCE:

2 out of 4 attendees (2,162)





“More than 50% of our marketing budget goes to events every year. That is where we see the **largest return on investment**. We track everything in Salesforce, so that we can track all the market-qualified leads and converted deals we generate from our participation at events,” says Hautzinger. “It’s easy for our prospects to ignore emails, but when they meet with our sales team one-to-one on the tradeshow floor or at our customer parties, **we can begin developing relationships** with them.”

OneSource Virtual has leveraged the annual Workday Rising conference to support its executive team’s goal to become a global player in BPaaS solutions and position its salesforce for continued success.

Beginning with a pop-up 10x20-foot booth in 2012, **OneSource Virtual has steadily invested in its Workday Rising participation**. After generating revenue from \$1.5MM in 2012 with minimal spend, Hautzinger felt that OneSource Virtual should **increase its presence at Workday Rising and hired Right On Pointe**, a strategic marketing and event services company based out of Atlanta, Georgia, to execute on this strategic mandate.



KEVIN HAUTZINGER

*Executive Director of Marketing,
OneSource Virtual*

Partnering with a Strategic Event Services Firm to Drive Results

Right On Pointe works with an event coordinator, marketing analyst, and brand manager at OneSource Virtual on the event. However, Right On Pointe is responsible for **designing, planning, and executing the event** and ensuring its success. After managing the event for OneSource Virtual for three years, Sara Moseley, Right On Pointe CEO, handed over the reins in 2015 to colleague Heather Helms, Marketing Operations Manager.

“Right On Pointe develops **a very strict schedule** six to nine months out from the Workday Rising event,” says Hautzinger. “They do all the negotiation and contract agreements with the venues, bands, and vendors. We lean on their expertise to get the best deals. They are the **heavy lifters** and will build out the party concept and entertainment after hearing our **strategic goals**.”

Leveraging a Customer Conference for Continued Growth

In 2014, Right On Pointe helped OneSource Virtual **grow attendance at its party** for customers and prospects to 550 attendees. The event was key to **closing \$14.3MM in revenue for OneSource Virtual**. So for 2015, Hautzinger decided to set extremely ambitious goals, seeking 1,200 participants, or one in every four Workday Rising attendees, at the OneSource Virtual party, and \$20MM in attributed pipeline revenue opportunities.

After the 2014 event, which featured a Great Gatsby, 1920s-style party, with a DJ, dancing, gambling, and a whiskey tasting, Right On Pointe knew they had to **up the ante**. Fortunately, Hautzinger and the executive team at OneSource Virtual supported Right On Pointe’s vision, **raising the event budget to \$610K**, four times more than the past year’s budget.

“**You have to know your audience**,” says Hautzinger. “We’re dealing with a wide audience range from HR directors to CEOs who get courted by a lot of companies. We want to provide our customers with a **top quality event they’ll enjoy and remember**. Like any premium product, the more you spend, the more you can get. This is a personal decision every marketer has to make. **However, we have the hard data to back up our investment in strategic events**.”

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Securing a Prime Location to Drive Customer Attendance

With the additional funding, Right On Pointe was able to think big, which was reflected in the event's name, Totally.

The team secured a premier location, LIGHT Nightclub in Mandalay Bay, where the majority of participants were staying for the Workday Rising conference, which was held September 28-October 1, 2015. "It was very convenient. Our guests didn't have to call a cab. They could start, finish, or spend the entire evening with us. That was the first big win," says Hautzinger.

The next major win was the band the team selected. Since many of OneSource Virtual customers are Generation X-ers, Right On Pointe decided to plan an 80s party **featuring the mega-band Foreigner**. "The moment we started marketing this event to our customers, people started calling us," says Hautzinger. "They wanted to know, 'Did you really get Foreigner? Is this legitimate?' **The excitement just spread.** Our customers started calling and sharing their experiences seeing Foreigner in concert years ago. And **our partners**

were asking how they could sponsor our event rather than hold their own parties."

Hiring a popular band had another unexpected advantage. "No one would leave their spot while Foreigner was performing. They didn't want to forfeit their location. The liquor consumption was a lot lower, which helped us on our budget," says Hautzinger.

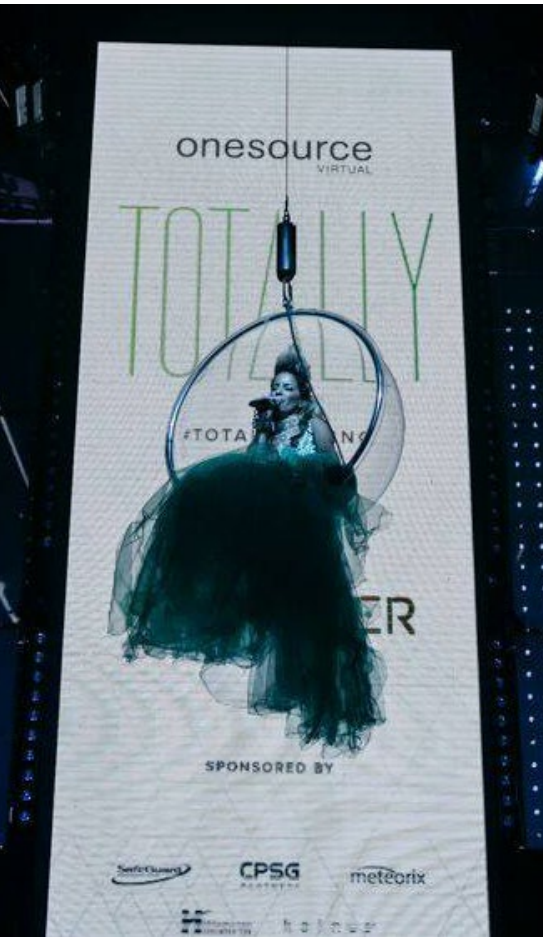
OneSource Virtual allocated the **prime viewing areas**, the front row and an upper area that overlooked the stage, for VIPs. "Sales reps want their prospects to feel important," says Hautzinger. "What better way is there to do that than give them **VIP access**? Each of our reps had five neon green lanyards they could give to their top prospects, which provided them a great view of the concert—and top-shelf drinks. **We treated our prospects like rock stars.** We also set up areas at the venue where the reps could have one-on-one conversations with their prospects."



Party Selfies Fuel Social Media Success

Hautzinger knew the concert would be a big draw—but wanted to make sure the excitement continued afterwards. After Foreigner finished their set, a performer descended from the ceiling, singing 80s hits as break dancers in glowing suits performed behind an LED screen, enabling stage hands to clear the stage. **The Totally event then became a dance party**, with a DJ who performed until 2 AM in the morning. Models and dancers walked through the crowd, using selfie sticks to take pictures with customers, and participants also took their own pictures. The images were projected onto an LED screen and posted to Twitter, using the hashtag #totallyrising. “This was a **huge social media campaign** for us. It was the **second highest trending topic for the evening**, behind #totallydivas,” says Hautzinger.

The event was wildly successful, exceeding OneSource Virtual’s projections. The Totally party drew **2,162 participants**, or **nearly one in every two conference attendees** and nearly reaching the venue’s maximum capacity. In addition, the event helped bring in **\$64MM in new pipeline revenue opportunities**, three times greater than the marketing organization’s estimate. OneSource Virtual also initiated a sponsor program, securing \$60K in funding to partially offset costs and plans to expand this program significantly for the 2016 event. Being onsite with customers also enabled OneSource Virtual to **secure seven new video testimonials** the company is using on its website and for other marketing purposes.





Validating a \$150MM Investment with \$64MM in New Pipeline Revenue Opportunities

“This event was important for us on so many levels,” says Hautzinger. “One of the founders of Workday stayed the entire evening, and said that this was our ‘coming out party,’ and that we had successfully made the transition from a smaller company to a large enterprise that could compete on the level of an Accenture or an IBM. In addition, **we had recently received \$150MM in outside funding**, and this success demonstrated that we can continue to deliver the growth they’re seeking.”

After the event, OneSource Virtual kept the social media campaign going. “Our event photographer shot images and video, and a multimedia specialist produced a video to the music of Jukebox Hero. We developed a landing page with all of the video and photos. We gave our reps emails to follow up, so that customers could click on the link and see the music video and photos of themselves. It was a nice way to follow up without doing a hard sell,” says Hautzinger.

Next year, Hautzinger expects even bigger results from Right On Pointe and the Workday Rising event. “We are becoming the major customer event for the Workday Rising conference,” he says. **“We are pulling away a lot of attendees from competitor events.** It is our hope that Workday will assist us in promoting the 2016 event, because they see the professionalism and quality Right On Pointe is able to deliver.”

With so much new pipeline revenue, Hautzinger was able to **nearly double the Workday Rising party budget to \$900K.** “Right On Pointe has taught us to be disciplined with our spend,” says Hautzinger. We have never gone over-budget, but have always been on-target or even under-budget. That impressed our investor group, and **they see the importance of making large investments in these type of events.”**

The OneSource Virtual marketing organization is also growing. “We have expanded from a staff of three in 2011 to 18 in 2015 and expect to add another four to seven staff in 2016. Our marketing budget is also growing from \$3.5MM in 2015 to \$5.5MM in 2016,” states Hautzinger.

When Sales Out-Performance Creates Competitive Advantage

“Our targeted revenue for OneSource Virtual is **65% growth from 2015**,” says Hautzinger. “As a consequence, we’re counting on the Workday Rising event to continue powering sales growth. Based on what we pulled into the pipeline this year, I would like to qualify **\$90MM to \$100MM in new revenue opportunities** from this one event next year.”

With Right On Pointe’s services, which have spanned marketing consulting, dashboards and reporting, and team upskilling, in addition to event design, **Hautzinger knows he is in good hands.** “We are expanding into the Europe market,” says Hautzinger. “This is one area where we really need help, because our team doesn’t have a global background. **Sara and her team have made the transition to global marketing really easy. I wouldn’t partner with any other organization than Right On Pointe.**”



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