



FIND YOUR GROWTH PARTNER

AUCloud

CUSTOMER SUCCESS STORY

**MM+ Implementation Partner
of the Year ANZ**



BY OUT IN THE CLOUDS





COMPANY OVERVIEW:

AUCloud is Australia's sovereign cloud IaaS provider exclusively focused on Federal, State and Local Government and Critical National Industry communities - their mission is to make their applications and systems more secure, more efficient and more effective for all users and citizens - Keeping the data of Australians in Australia.

LOCATION:

Canberra, ACT

PROJECT COMPLETION:

August 2021

INDUSTRY:

Technology

PRODUCTS:

Pardot, Salesforce Engage

OBJECTIVE

AUCloud engaged Out In The Clouds to build Pardot in a practical and basic way and train their internal team to use the platform self-sufficiently. In addition, AUCloud required a marketing automation tool to seamlessly integrate with existing platforms to allow growth and transparency.

SOLUTION DETAILS:

- The company needed to efficiently communicate with their database in a personalised way and at scale.
- Their former system was inefficient, which meant time-saving was a big focus for the client. In addition, they wanted to improve the value they were providing their database through high-quality content that was contextual while not needing to add more resources to the activity.




SOLUTION DETAILS:

- A master email template to assist with faster edm creation while staying on brand
- Automation list management to ensure communication is personalised at scale
- Automation email flow to nurture prospects who have recently been referred or attended an event
- Salesforce Engage to help sales stay more aligned with marketing



THE RESULTS

- The reporting for the sales team has been easy to create and have allowed for significant insights into decision-making.
- The marketing team can now run internal and external campaigns without any obstacles, produce campaign briefs promptly and allows for complete transparency with all teams across the business.
- Time-taxing tasks have been eliminated, now replaced with automation; allowing the sales team to focus on customers.
- Pardot has provided a primary mechanism, enabling sales reps to understand the content assets and the processes involved in building out campaigns.
- Employees have noted Pardot is easy and intuitive to use to run the business on a day to day basis, even for those with little to no technology and marketing experience.


An aerial night view of a city, likely Sydney, Australia, showing the city lights and the surrounding water. The lights are reflected on the water, creating a shimmering effect. The sky is dark, and the city lights are the primary source of illumination.


“ The process of working with OITC from day one has been supportive, helpful, efficient and transparent. The whole team has been very professional - I appreciated and found the video training tools post-implementation really useful. ”


- Suzanne Roche - Head, Marketing and Communications at AUCloud.

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CONTACT US WITH ANY AND ALL QUESTIONS, QUERIES,
OR DREAMS YOU MIGHT HAVE.

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THANK YOU



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