

Pump Solutions Manufacturer (A \$75M division of a \$5B company)

Case Study

World's largest Water Pump manufacturer added \$1.5M through targeted marketing campaigns

Before Entytle

- Installed Base Data spread across 8 tools; complete information access impossible for sales team
- End-user was hidden to Grundfos teams due to middle-persons obfuscating
- Part sales was lagging & selling process was completely reactive

After Entytle

- Complete 360 view into installed base with duplicates records fixed from 8 tools providing 60% additional visibility
- Identified Contractors, MRs, Channel Partners and relationship with end-users to trace customers back to Grundfos
- Predictive spare parts insights help drive proactive sales



1.5M

Increased sales

200%

Improvement in inside-sales productivity