

## Federal Security Case Study

### GTSI /Cisco ASA Lead Generation Campaign

America's leaders and civil servants rely on GTSI Corp. to translate business challenges into practical IT infrastructure solutions for today's federal, state and local governments.

In April of 2005 GTSI Corp. launched their first program with eCoast. GTSI had never outsourced lead generation previously and were participating in a pilot program. eCoast exceeded the lead goal for GTSI, and since that first program, eCoast has implemented and managed 12 lead generation campaigns for GTSI that have either met or surpassed the goal set.

Two of these were 2 month long campaigns designed to generate qualified Cisco Adaptive Security Appliance opportunities for GTSI's sales team to engage with. Also included in these campaigns were secondary focuses on IP communications and Cisco Security Solutions.

Two of eCoast's call agents, experienced in conversing with customer contacts in the specified target markets, were trained by GTSI and Cisco in the focus technologies. The agents skillfully conversed with hundreds of prospects resulting in, meeting the goal for net new qualified leads, generating pipeline revenue and closed deals for the GTSI sales team.

Today GTSI is in the midst of their thirteenth campaign with eCoast are looking forward to continued success.

#### Campaign Details:

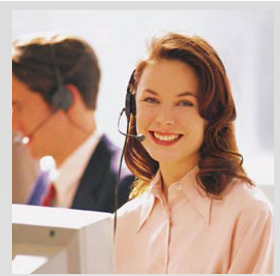
- ASA Lead Generation Campaign Phase 1, Phase II
- Target Markets: DOD, Civilian Agencies, State & Local
- Focus Technology: Cisco ASA & Cisco Security Solutions

#### Campaign Support:

- Outbound Lead Generation
- Lead Management and Distribution
- Weekly Communication and Reporting

#### Results:

- Net New Qualified Leads: Phase I – Goal Exceeded/ Phase II- Goal Achieved
- Generated Pipeline revenue
- Closed Deals



“We are extremely pleased with the volume of leads generated by (eCoast Call Agents). They have demonstrated that they have a depth of knowledge across a suite of complex Cisco security products by gathering technical project requirements. In addition, they are very capable with conversing among a diverse audience by uncovering government leads from DOD, civilian agencies, and state & local including universities, law enforcement, and municipalities. eCoast agents are spoiling our GTSI sales reps with firm appointments and useful information for next steps. Thank you and your team our exceeding our expectations with the GTSI Cisco Phase 2 campaign.”

Cheryl Thaler,  
Marketing Operations  
Manager, GTSI