

Bentley Systems

OPTIMIZED PRODUCTIVITY. INCREASED SALES. IMPROVED REVENUE.



LOCATION: Global

EMPLOYEES: 3,000+

ANNUAL REVENUE: \$600 Million+

ABOUT:

Bentley is the global leader dedicated to providing architects, engineers, geospatial professionals, constructors, and owner-operators with comprehensive software solutions for sustaining infrastructure. Bentley Systems applies information mobility to improve asset performance by leveraging information modeling through integrated projects for intelligent infrastructure. Founded in 1984, Bentley has more than 3,000 colleagues in 50 countries, more than \$600 million in annual revenues, and since 2005 has invested more than \$1 billion in research, development, and acquisitions. For additional information about Bentley Systems, visit www.bentley.com.

“By providing this solution integrated into our CRM, Bentley sales colleagues now have a tool that provides more enriched information on accounts and reduces time spent researching. This time savings can now be used to develop winning sales strategies.”

- Lew Reed

VP Global Sales Operations, Bentley Systems

THE CHALLENGE

Improve revenue performance, optimize marketing and sales productivity, and enable customer success.

THE SOLUTION

CRM

SAP Cloud for Customer
(migrated from SAP on-Prem CRM)

InsideView

InsideView for Sales (Enterprise Edition)
InsideView for Account Management

REASONS FOR CHOOSING INSIDEVIEW

- CRM Integration: Fluid integration into on-site SAP CRM
- Sales Intelligence: Promotes high customer retention rate,
- influenced by the smart alerts
- Sales Productivity: Helps sales teams do their jobs better and faster

THE RESULT

With 469 global and regional Account Managers and sales managers using InsideView, Bentley has seen:

- Shorter sales cycles
- Increased sales & marketing productivity
- Improved revenue performance
- Growth in customer retention

Now an integral part of Bentley’s sales and marketing culture, InsideView success stories are highlighted in their sales newsletter monthly, and key performers share InsideView tips and tricks.