

The Client:



Cinergy

Cinergy is an IT procurement consultancy delivering optimisation, negotiation and advisory services to some of the most recognisable companies across the globe.

They specialise in IT cost reduction for their clients, ensuring that the cost of critical software solutions, services and infrastructures are realigned with no risk to business continuation, via their third part negotiations, specialist insights and market intelligence.

“Through Network Sunday we’ve won a whole range of new clients, from a very big name in banking to one of the largest telcos on the planet!”

I challenge anyone else in the sector to come back with that level of ROI.”



Patrick O'Connor
Chief Executive Officer

Cost Reduction Specialists Cinergy
Apply Their Own Ethos To Sales
Opportunity Generation And
Succeed with Network Sunday

The Challenge

Cinergy’s major challenge was engaging with staff at a senior enough level. Previously this had been done through high level networking events, which were both costly and time consuming.

Their marketing had been done by both in-house staff and outsourced agencies, but seemed to bring neither the volume nor quality of response required to convert potential interest into actual revenue. With their own proven business model saving thousands for clients, Cinergy knew that if that their message could be successfully communicated to their desired targets then business would boom.

The Results

Patrick O’Connor, founder and CEO, had his profile expertly enhanced while messages were crafted by Network Sunday. After a 3 month pilot it was clear that the strength of methodology meant it made sense never to do it in house and engage Network Sunday on a rolling annual basis.

Their £20,000 investment yielded £2 million in forecasted fees, giving a zero opportunity cost and 100 times return in business development.

CAMPAIGN HIGHLIGHTS

100x

CALCULATED
ROI WITHIN
12 MONTHS

2

NEW CLIENTS
WON WITHIN
FIRST 3 MONTHS

0

OPPORTUNITY
DEVELOPMENT
COST OVERALL

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More opportunities, less work