

Relationship Discovery: No Relationship Left Behind

RESOURCES: USE YOURS. THE COMPETITION IS USING THEIRS

Everyone knows the importance of optimizing enterprise resources. Until now this amounted to maximizing your company's finances, supply chain, knowledge-base, and respective skill sets. Unfortunately, this leaves out a vastly important side of doing business: leveraging the personal relationships held by your employees.

Everyone knows the importance of networking. Handshakes and business cards are invaluable in getting done what you need to do. But until now the responsibility for, and the benefits from relationship management, have been an individual pursuit. At best, you have had a strong sense of whom you know, and maybe a sense of whom your closest colleagues know.

THE SOLUTION: RELATIONSHIP DISCOVERY

Imagine a system that allows you to finally know exactly whom your entire company knows, in aggregate, from engineers to salesmen to management. Imagine a system that finally allows your company to leverage hidden relationships the same way you do every other company resource; for example, enabling your sales manager to discover your HR director regularly corresponds with a customer's key decision maker. Imagine a system that brokers relationships, while at the same time protects them from dilution: no more worry of having to expose your contacts to someone you would rather protect them from. BranchIt's relationship discovery solution does exactly this. It allows you to safely use what was formerly out of reach.

HOW?

BranchIt's software browses and catalogs the headers of email sent over your organization's email servers, looking at who sends email to whom. The software looks at the name and email address of the sender and the recipient. It reads neither the subject line nor the body text. Using the header information, it can also decipher where the recipient works. Based on the frequency of emails sent and the number of recipient replies, among other measures, the software can score the 'strength' of a relationship, and then catalog it. Envision this process taking place across your entire enterprise, and imagine the amount of intelligence now able to be drawn from it.

APPLICATIONS

Relationship discovery solutions have many applications. Here are a few:

Sales

Going into a sales meeting with a warm lead in hand speeds up cycle times, increases close rates, and enlarges deal size.

Mergers

Stimulating cross-division communication when incorporating new companies into your organization decreases integration time and enables realization of immediate post-merger efficiencies.

Recruiting

Using your organization as an information pool for cross-checking job applicants can save you the costly mistake of hiring a bad fit. Find strong references within your own walls. Cut out the recruiting middle man.

***BranchIt is poised to deliver the next generation of enterprise software.
Will your enterprise choose to grow with BranchIt?***

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