



## How Wine.com is Getting a Better Return on Corporate Gift Sales Marketing

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**Zak Stambor - April 13 2010** – With about 80% of its corporate gift sales coming in November and December, Wine.com's corporate sales department spends much of the year searching for customers. A new database tool is making that search more productive, director of corporate sales Maile Cooper says.

"Most of my year is spent prospecting for people in companies to place orders during the November-December holiday season, or in some cases to set up year-round birthday gift programs," Cooper says.

But calling or e-mailing the people on many lists of corporate contacts, including lists of companies and professional firms, can be extremely time-consuming and difficult, she adds. Not only are the lists acquired by Wine.com often highly inaccurate or out of date, but they typically don't provide a way to segment out particular job titles, such as human resources director, that Cooper and her two-person department are especially keen on reaching.

Wine.com, No. 218 in the Internet Retailer Top 500 Guide, recently started using a corporate contact database from NetProspex that has improved the retailer's response rate. "Out of every 150 names we contact through NetProspex, we're getting about four or five solid responses," Cooper says. That response rate of 2.7% to 3.3% compares favorably to a response rate of less than 2% for prospects reached through other means, she adds.

NetProspex has compiled 10 million names in databases of corporate contacts segmented by industry and searchable by job title, says chief operating officer Mark Feldman. For the retail industry, for example, NetProspex has compiled a database of 120,000 people who work at retail companies, and is in the process of validating an additional 100,000 names, he adds.

NetProspex acquires many of the names in its databases by bartering lists with its clients. It then uses its own technology and processes to check and update the accuracy of contact information, Feldman says. The company says its databases are 90% accurate or better.

Cooper says her experience with NetProspex so far indicates that the accuracy of contact information ranges between 85% and 100%. That plus the ability to search the NetProspex database by job title and company departments have made it possible for her department to reach a larger number of leads in less time. "That gets me much closer and faster to the people I need to contact," she says. "density networking environment for enterprises seeking the fastest end-to-end network performance combined with the cost of ownership advantages only possible with a multi-vendor solution from trusted providers," said Vikram Mehta, president and CEO of BLADE Network Technologies. "Fabric-based computing is the wave of the future, and now we are delivering a unified network fabric that combines the essential network elements from two companies with vast Fortune 500 enterprise experience in scale-out data center networking and

high-performance computing.”

### **About the Voltaire-BLADE 3,400-Port Intelligent 10GbE Switch Fabric Solution**

State-of-the-art data center networks must scale from hundreds to a few thousand ports, driving the requirement for high-capacity, non-blocking 10 Gigabit Ethernet switches. The Voltaire-BLADE solution delivers the unique capability to enable simplified, flat, scale-out fabrics. By clustering up to twelve Voltaire Vantage 8500 core switches together with BLADE RackSwitch G8124 top-of-rack switches, a customer can expand a data center to many thousands of servers while preserving the same efficiency and price-per-port, without degrading performance or latency like traditional hierarchical network designs.

**Availability** Voltaire's Vantage 8500 switch and VMA software are available now from Voltaire (contact: [info@voltaire.com](mailto:info@voltaire.com)), and BLADE's RackSwitch and VMready are available now from BLADE Network Technologies (contact: [info@bladenetwork.net](mailto:info@bladenetwork.net)). Voltaire's Unified Fabric Manager 3.0 software is available at the end of Q2 2010.

### **About BLADE Network Technologies**

BLADE Network Technologies (BLADE) is the industry's leading provider of network fabrics for high-performance data centers. Its Ethernet blade switches, top-of-rack RackSwitch™, VMready™ network virtualization software and Smart Server Control™ software are key elements of the company's Unified FabricArchitecture™. BLADE's "Rackonomics" approach makes it simple for businesses to rapidly deploy and configure massive amounts of server and storage infrastructure, interconnect the various infrastructure elements, virtualize the infrastructure to maximize efficiency and utilization and easily manage the infrastructure to achieve the most optimal TCO. With over 8 million ports in production deployment, BLADE's proven fabric products connect millions of server and storage systems at over 9,500 enterprises in over 26 different industry verticals, including 350 of the Fortune 500. Visit: <http://www.bladenetwork.net>. Twitter: @BLADENetwork.

### **About Voltaire**

Voltaire (NASDAQ: VOLT) is a leading provider of scale-out computing fabrics for data centers, high performance computing and cloud environments. Voltaire's family of server and storage fabric switches and advanced management software improve performance of mission-critical applications, increase efficiency and reduce costs through infrastructure consolidation and lower power consumption. Used by more than 30 percent of the Fortune 100 and other premier organizations across many industries, including many of the TOP500 supercomputers, Voltaire products are included in server and blade offerings from Bull, HP, IBM, NEC, SGI and Sun. Founded in 1997, Voltaire is headquartered in Ra'anana, Israel and Chelmsford, Massachusetts. More information is available at [www.voltaire.com](http://www.voltaire.com) or by calling 1-800-865-8247.