



## Case Study

# Lead Generation

Open source software (OSS) is computer software with its source code made available. The copyright holder provides the rights to change and distribute the software to anyone and for any purpose. Open-source software is usually developed in a public, collaborative manner.

### Problems

The client had created an application in Open Source and wanted to test the market. The client from the US wanted DART to identify qualified people, research institutes, and product companies associated with the following software - “open

source”, “open standards” and “open innovation”.

### Methodologies

DART Analysts studied the requirements and prepared a plan to identify the contacts with direct email ids. DART listed out the companies and research institutes associated with the mentioned software. Thereafter, DART identified the names of the C-Level functionaries in the identified organizations. DART provided the client with the names of the people, their designations and contact details. An example of such work is as follows:

University/Institution	The SANS™ Institute
Brief Description	SANS is the most trusted and by far the largest security training institute
Website	<a href="http://www.sans.org">www.sans.org</a>
Open source related URL	<a href="http://www.sans.org/security-resources/idfaq/id_standards.php">http://www.sans.org/security-resources/idfaq/id_standards.php</a>
Contact Name	Stephen Northcutt
Email	<a href="mailto:stephen@sans.edu">stephen@sans.edu</a>
Phone	301 654-7267
Name	Joel West
Brief Description	Thought leader
Country	US
Website	<a href="http://www.joelwest.org">www.joelwest.org</a>
Affiliate	San José State University
Open Source, Open Standards, Open Innovation related articles	<a href="http://www.joelwest.org/Research/OpenSource.html">http://www.joelwest.org/Research/OpenSource.html</a>



### DART's Lead Generation Services

DART offers customized lead generation services that identify new prospective customers for the products and services the client is offering. DART identifies leads through data research, search engines promotion methods, email campaigns, and through other online methods such as advertisements and even off-line promotions. DART's methods have proven successful for clients across the world.