

**Opportunity Profile
For [Client]**

Lead Intelligence

Profile Date: July 27, 2009
Opportunity Type: **Appointment**
Mercy Hospital – Memphis TN
Campaign: **HealthCare**
Business Developer: John Kinner
Activity: Cold Call Telemarketing

Organization/Contact Information

Company: **Mercy Hospital**
Address: 211 Donald Dr
City/State/Zip: Memphis, TN zip
Phone: 444/555-666

Contact1: Ms Jennie Johnson
Title: Technology Coordinator
Address: 211 Donald Dr
City/State/Zip: Memphis, TN zip
Phone: 444/555/-6666
Email: johnsonj@mercyhospital.org

Client Information

Number of Locations: **4**
Number of Desktops: **> 2000**
Number of Beds: **>1200**

Contact History

John contacted Ms Jennie Johnson July 27th. She is responsible for the end-user side of systems management within the Mercy Hospital system. Jennie reports into Blake Raimus who is the VP of IT Systems Support and has responsibility for all devices, networks, and applications. HP OpenView and CiscoWorks are the predominant incumbent management technologies. Jennie indicated that both she and Blake have agreed that neither tool is well-suited to proactive management of user devices. Mercy Hospital has been growing its desktops and mobile devices at about 10% per year with no increase in IT staff to provide support. Jennie has been told by Blake that budgets are tight and staffing cannot expand. So she is looking for ways to manage her end-user computing environment that will ensure a quality experience for all users and success for Jennie. The [Client's] value proposition is particularly appealing and so she has agreed to a meeting.

Appointment: Thursday, August 6th / 10:00 AM Eastern