

# **HYPERSCALEZ**

# **CONTENT SYNDICATION**



**Prepared by**

**HYPERSCALEZ**

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# Company

# Overview

**2007**  
FOUNDED

**200+**  
PARTNERS

**1800+**  
EMPLOYEES

**30**  
AWARDS

**HQ**  
GEROGIA

**1000+**  
CLIENTS

# Client Background: MSys Technologies

MSys Technologies (SDC Awards Winner) is a reliable partner for product engineering services and digital transformation projects for its Enterprise and Silicon Valley clientele. We design, develop and manage modern distributed systems and complex ecosystem integrations with open source, proprietary, cloud-native, and containerized technology expertise and outcome-based pricing.

## Campaign objective & Success metrics:

MSys Technologies sought a partner to optimize their lead generation strategy. They needed expertise in high-quality lead (HQL) generation and brand awareness to effectively engage their Enterprise and Silicon Valley clientele, ensuring a strong pipeline of qualified leads and driving business growth.

# Here's what Hyperscalez had to address throughout an 8-month project:

## **1) Brand awareness:**

Establishing and maintaining a strong brand presence in a crowded market is a significant challenge. MSys Technologies needs to effectively communicate their unique value proposition and differentiate themselves from competitors to attract and retain clients, especially in the highly competitive tech sector.

## **2) Prospecting:**

Generating a consistent flow of high-quality leads and accurately qualifying them can be challenging. MSys Technologies needs to effectively identify potential clients who are genuinely interested in their product engineering and digital transformation services, particularly in a competitive market.

## **3) Outbound strategy:**

MSys Technologies needs to create targeted messaging that resonates with prospects, captures their interest, and converts them into qualified leads. This includes overcoming barriers like low response rates and the need for personalization in communications.

# What we did:

**10000**  
New leads added

**50%**  
Reduce in CPL

**350/12**  
HQL/SQL Generated

**3**  
Deals closed

# Hyperscalez Strategy:

## Brand awareness:

Hyperscalez executed targeted marketing campaigns and strategic content creation to elevate MSys Technologies' brand presence. By developing a strong value proposition and tailoring messaging to clearly differentiate MSys Technologies from competitors, they significantly increased brand visibility and effectively communicated their unique offerings in the crowded tech market.

## **Content Distribution:**

Hyperscalez refined lead qualification criteria to ensure engagement with genuinely interested and relevant prospects. They utilized distributed assets to effectively engage decision-makers and influencers, leading to a steady flow of high-quality leads and improved accuracy in qualifying potential clients. This approach enabled MSys Technologies to generate high-quality leads (HQL) and enhance their lead generation process.

## **Omnichannel strategy:**

Hyperscalez crafted personalized email templates and call scripts tailored to specific audience segments and implemented an omnichannel outreach strategy. They continuously refined these messages based on response rates and feedback, leading to improved engagement and successful conversions. This approach made MSys Technologies' outbound marketing strategy more effective.

## **Results:**

**\$2M**

**Pipeline Generated**

**3**

**Deals closed**

# Positive Impact of Hyperscalez on MSys Technologies business:

- 3 deals won within the first 6 months
- Boosted brand visibility with targeted marketing and strategic content.
- Used personalized email templates, call scripts, and an omnichannel strategy for effective outreach.
- Improved engagement and conversions with refined messaging based on feedback.
- Enhanced outbound marketing with better response rates and successful conversions.

## Conclusion:

Hyperscalez helped MSys Technologies tackle their marketing challenges by improving lead generation, boosting brand visibility, and refining their outbound strategy. This led to 350 high-quality leads, 12 sales-qualified leads, and \$2M in pipeline value. MSys Technologies successfully closed 3 deals, showcasing the effectiveness of the partnership and the positive impact on their growth.

# Get in Touch

**Hyperscalez**

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