

## Case Study: Versata: Business Rules Vendor

Jana helped Versata manage its UK based Accounts and promote its product in the UK.

**Objective:** At a time when Versata was in transition and was being acquired there was a need to have some intermediate management of Accounts and sales prospects.

**Strategy:** This was a classic use of outsourcing, in that it was turned on quickly to help over a period of time before being turned off and transitioned back in-house.

Jana was able to provide support and management to UK Accounts as well as keeping the sales prospect pipeline going.

**Results:** Jana was able to seamlessly provide Accounts Management and sales service for a defined period. This enabled a smooth and easy transition of accounts and sales prospects.



**Jana** Technology Services provide outsourced sales, consultancy and marketing services for Technology companies in the UK.

We have particular expertise in helping companies outside of the UK and Europe to penetrate the region.

