

# SALES

## Sales Rep Account Intelligence Market & Competitive Intelligence

[FirstRain](#) is a powerful customer and industry business insights SaaS solution that integrates into your CRM and is available via web and mobile app.

### Customer Success

**Fortune 500 Company Uses Ignite's FirstRain solution as an awareness tool for daily information about customers, partners and competitors**

#### COMPANY

Fortune 500 Information  
Technology

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#### ESTIMATED REVENUE

\$79.59 billion / year

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#### INDUSTRY

TECHNOLOGY | Computer  
Hardware & Software

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#### IGNITE SOLUTIONS

FirstRain

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#### DEPLOYMENT

SaaS

#### Summary

FirstRain is used by this computing giant for awareness and as a lead-generator, allowing them to leverage information about customers to get introductions within the account. They use FirstRain's Key Developments feature to track news like mergers and acquisitions as well as government regulations. The First Reads feature is used to help prioritize the top articles for their channel while First Tweets gives them the tweets most relevant to their areas of interest. In addition, FirstRain provides a section on Business Influencers and Market Drivers that shows who the big players are and what topics are driving the most conversations.

#### Why FirstRain

A powerful customer and industry research tool providing business insights to help further conversations with existing as well as new points of contact.

#### Customer Benefit

Accurate information on new developments which allow for informed conversations with customers and prospects helping accelerate and open opportunities.

#### Customer Outcome

Has helped further conversations with existing points of contact and pursue relationships with new points-of-contact within customers and prospects.

### Solution Benefits

- An accelerator for opening opportunities
- An awareness tool, daily information about customers, partners, competitors, market
- A research tool on companies and possible connections to products, services, or partners
- A way to share information, either with teams or colleagues, when important or interesting news is seen
- An aid in decision-making and way to find alternative products and research available features