

CASE OVERVIEW

How STATXO Turned Hidden Sales Opportunities Into a ~12-15% Regional Revenue Lift

A leading European special steel manufacturer knew demand was out there, in accounts it had never mapped. STATXO built an account and lead intelligence engagement anchored by VisionXO, turning concealed sales opportunities across APAC and Europe into a qualified, sales-ready pipeline.

Industry: Special Steel Manufacturing

Regions: APAC & Europe

Steel Lines: Wear-Resistant, Armor, Boron

OBJECTIVE

Equip the field sales team with qualified prospects and account insight before every client conversation.

SCOPE

Account and lead intelligence across five customer segments, delivered through VisionXO.

ENGAGEMENT SNAPSHOT



12-15%
Regional sales increase within one year

3
Steel lines covered: wear-resistant, armor, boron

5
Customer segments mapped, mills to distributors

Hot / Warm / Cold
Lead qualification framework

Demand Was Real, but the Sales Team Couldn't See Where

Five customer segments, two regions, three steel lines. Somewhere in that grid sat real, unclaimed demand, and no one could say exactly where.

SEGMENT	APAC	EUROPE
Equipment Manufacturers	?	?
Component Manufacturers	?	?
Fabricators	?	?
Contractors	?	?
Distributors	?	?

Unmapped demand across every segment and region, before the engagement began

RC

ROOT CAUSES

- The sales team had no structured view of which segments were actively investing in new steel capacity.
- Buying centers across equipment manufacturers, fabricators, and distributors were never mapped or prioritized.
- There was no visibility into competitor relationships or customers' willingness to switch suppliers.

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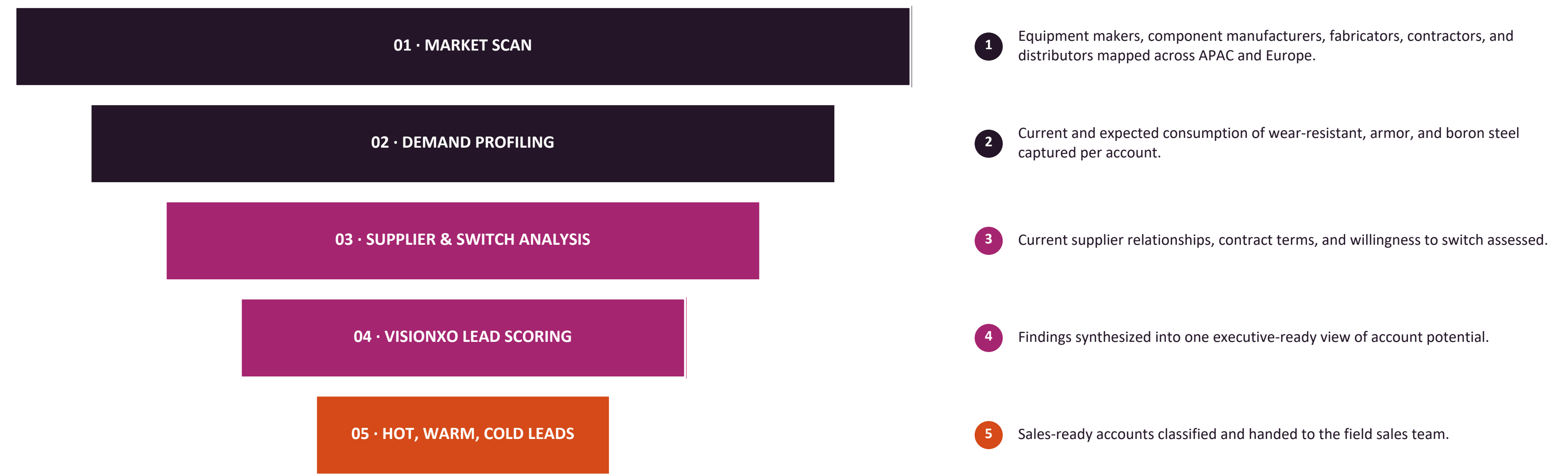
BUSINESS RISK

Sales effort kept going to known accounts while entire segments and regions with real demand for wear-resistant, armor, and boron steel stayed untapped.

Five segments, one blind spot. Concealed demand sat everywhere, with no way to tell where to look first.

How STATXO Turned Concealed Demand Into a Qualified Sales Pipeline

VisionXO became the executive decision intelligence layer behind the engagement, narrowing a broad market scan into a short list of sales-ready accounts.

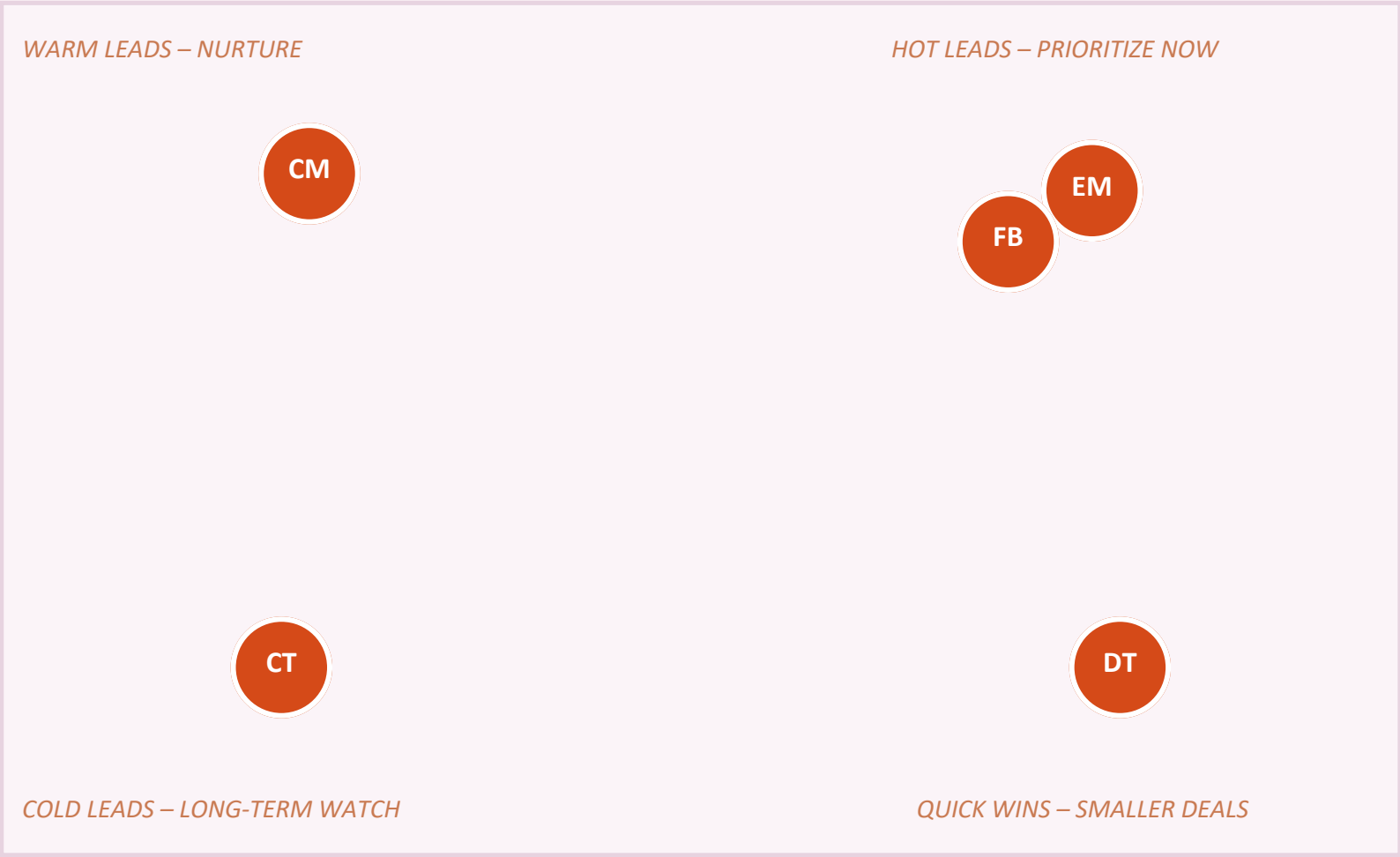


WHY VISIONXO

A broad market scan is only useful if it narrows to something the sales team can act on. VisionXO was selected to score every account consistently, so a five-segment, two-region search ends in one prioritized list, not a spreadsheet no one opens.

From a Long List of Prospects to a Prioritized Account Strategy

VisionXO plots every account by potential and readiness, so the field sales team always knows which door to knock on first.



CONSUMPTION POTENTIAL: LOW → HIGH

EM Equipment Mfr · CM Component Mfr · FB Fabricator · CT Contractor · DT Distributor

STRATEGIC QUESTIONS THIS ANSWERS

Which accounts should the field sales team approach first?

Hot leads ranked by consumption potential and switch willingness.

Which segments hold the most untapped demand?

Segment-level demand mapping across equipment, component, and fabrication accounts.

Where is the current supplier vulnerable to displacement?

Contract terms and switch-willingness intelligence per account.

Which regions deserve expanded sales investment next?

Regional demand and growth signal tracking across APAC and Europe.

- Account Intelligence
- Lead Qualification
- Market Expansion
- Predictive Intelligence
- Executive Decision Support
- Continuous Monitoring

The Growth Sales, Marketing, and Leadership All Point To

12-15%

Regional sales increase in one year

4

Growth markets: Vietnam, China, Spain, Italy

3

Steel product lines covered

3-Tier

Hot, Warm, Cold lead framework

REGIONAL GROWTH SIGNAL MAP

VN

Vietnam

Significant growth following qualified lead handoff

CN

China

Significant growth following qualified lead handoff

ES

Spain

Significant growth following qualified lead handoff

IT

Italy

Significant growth following qualified lead handoff

WHAT CHANGED

Prospecting:	Broad, unfocused outreach	→ Prioritized Hot, Warm, and Cold account lists
Segment coverage:	Known accounts only	→ Equipment makers, fabricators, distributors, and more
Regional focus:	Uneven, reactive	→ APAC and Europe mapped by steel-type demand
Sales result:	Flat regional growth	→ ~12-15% regional sales increase within a year

The Team Closest to the Problem, on What Changed

ENGAGEMENT TYPE

Account & Lead Intelligence, powered by VisionXO

FUNCTIONS INVOLVED

Sales · Marketing · Business Development

INDUSTRY CONTEXT

Special Steel Manufacturing, APAC & Europe



WHY IT SUCCEEDED

One prioritized account list replaced broad, unfocused outreach, giving field sales a clear, confident starting point in every region.

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Thanks to STATXO's comprehensive analysis, we gained invaluable insights into segment-wise customer needs, empowering our field sales team to make strategic decisions with confidence and drive business growth with potential customers.

— Head, Sales & Marketing

Explore the Complete STATXO Intelligence Ecosystem

AI-powered products and enterprise transformation solutions designed to help organizations understand, predict, optimize, and transform business decisions at scale.



Enterprise AI & Decision Platform

AI & DECISION INTELLIGENCE

Understand, predict, monitor, and decide.

- **SpendXO** — Spend Intelligence & Savings Analytics
- **CommodityXO** — Commodity Price Intelligence & Forecasting
- **SupplierXO** — Supplier Intelligence & Risk Management
- **VisionXO** — Executive Decision Intelligence
- **XoBOT** — Enterprise Conversational AI

ENTERPRISE TRANSFORMATION

Improve, automate, redesign, and scale.

- **Procurement Transformation**
- **Finance Transformation & AP Automation**
- **HR Transformation**
- **Digital Transformation**
- **GCC Setup & Operations**

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STATXO ECOSYSTEM

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