



Case Study: How Plantensive scaled their Blue Yonder consulting business with OppDrive

Client: **PLANTENSIVE**
A MorganFranklin Company

Industry: Supply Chain & Retail Consulting

Services Provided by OppDrive: B2B Appointment Setting, Data Building

Duration of Partnership: 4 Years

Result: \$1.32 million in closed won opportunities

Background

Plantensive is a leading supply chain and retail planning consultancy with deep expertise in Blue Yonder (formerly JDA) implementations and optimizations. As their consulting team continued to deliver successful outcomes for clients, Plantensive sought a more scalable and consistent way to generate new business, specifically targeting companies using Blue Yonder that needed support or were undergoing digital transformation initiatives.

The Challenge

Despite their expertise, Plantensive faced common B2B growth hurdles:

- Limited internal bandwidth for outbound prospecting
- Difficulty identifying and reaching Blue Yonder decision-makers
- An inconsistent sales pipeline

They needed a partner who could deliver highly-targeted leads, open conversations with the right buyers, and free up internal resources to focus on closing deals.

The Solution: Partnering with OppDrive

Plantensive partnered with OppDrive, a B2B sales development firm specializing in cold outreach, list building, and appointment setting. The engagement was structured to be flexible (month-to-month, no long-term contracts), allowing Plantensive to quickly test and scale without heavy upfront risk.



What OppDrive Delivered

- ✓ **Custom-Built Prospect Lists:** OppDrive built verified, intent-driven contact data of executives at companies currently using Blue Yonder.
- ✓ **Targeted Messaging:** Developed outreach sequences focused on the value of Plantensive's Blue Yonder consulting services.
- ✓ **Appointment Setting:** Scheduled sales-ready meetings directly on the Plantensive team's calendar with qualified decision-makers.

The Results

Over the course of four years, OppDrive delivered:

- **Millions in Sales Pipeline:** OppDrive helped Plantensive generate a robust, consistent pipeline with enterprise-level Blue Yonder users.
- **Closed-Won Revenue:** The partnership resulted in \$1.32 million in closed business, directly attributable to OppDrive-generated leads.
- **Lean, Scalable Growth:** Without hiring an internal SDR team, Plantensive was able to scale outreach efficiently and cost-effectively.

Testimonial

"OppDrive was a game-changer for our business development efforts. They consistently put us in front of the right buyers, and the ROI has been exceptional."

— Dan Luttner, Managing Partner at Plantensive

Conclusion

By leveraging OppDrive's outbound engine, Plantensive was able to unlock new markets, close high-value consulting engagements, and maintain a strong pipeline without the overhead of building an internal SDR team.