THE INTELLIGENT ENTERPRISE excelerated

CASE STUDY

Executive Finance Event Delivers Qualified SAP Pipeline

Driving Senior Finance Engagement for excelerated

About The Event

An exclusive executive event hosted by excelerated and SAP, bringing together CFOs and senior finance leaders to explore the future of finance transformation.

The event featured customer transformation stories, expert insights and practical discussions on automation, AI, visibility and modern finance strategies, giving attendees real-world perspectives on building a future-ready finance function.

TIE's Vision

TIE worked with excelerated to bring together senior finance leaders for an executive event exploring the future of finance transformation with SAP.

The objective wasn't simply to fill the room. It was to engage the right audience, spark meaningful conversations and generate genuine opportunities for the sales team.

Using our SAP demand generation expertise, TIE designed and delivered a targeted campaign that exceeded registration targets while attracting highly engaged finance decision-makers ready to continue the buying journey.

TIE's Strategy

TIE developed a focused audience acquisition campaign targeting senior finance decision-makers across key UK organisations.

Using personalised outreach, audience qualification and messaging aligned to current finance transformation challenges, we attracted high-quality registrations and ensured the audience closely matched excelerated's ideal customer profile.

TIE's Solution

Our campaign combined strategic targeting with executive-level messaging to engage finance leaders actively exploring transformation initiatives.

Beyond driving registrations, TIE focused on audience quality, ensuring attendees were well aligned to excelerated's sales objectives and positioned for meaningful post-event engagement.

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Results

The event exceeded its attendance target while generating immediate commercial outcomes and creating a clear pathway for continued engagement.

180%
of attendee target achieved

36 Senior enterprise attendees

5 qualified immediate opportunities generated

Key Outcomes

1

Exceeded Registration Target

Delivered 36 attendees against a target of 20, attracting a highly relevant audience of senior finance professionals.

2

Qualified Sales Opportunities

Generated five qualified deal registration opportunities directly from the event.

3

Next-Step Engagement

One-third of attendees committed to completing an SAP Digital Discovery Assessment, creating a strong pipeline for future conversations.

4

Continued Customer Engagement

On the day, attendees requested a follow-up webinar to demonstrate Autonomous Finance use cases, extending engagement well beyond the event itself.

"A fantastic result from start to finish. TIE brought the right people into the room and helped turn our event into genuine pipeline."

Richard Leech
Global Head of Marketing
excelerated

Conclusion

By combining targeted audience acquisition with compelling executive-level messaging, TIE delivered an event that exceeded expectations. The campaign surpassed attendance targets, generated **5 SQLs** and **29 MQLs**, and saw 36 senior attendees. Most importantly, it created meaningful sales opportunities beyond the event, earning recognition from an SAP partner as the best-attended partner event they had ever gone to. The result was a highly engaged audience, immediate pipeline impact, and a strong foundation for ongoing customer conversations.