



Announcing a U.S. Expansion of Future-Centric, B2B Prospect Data Management Solutions Flobile Is Overcoming the Biggest Challenges in B2B Lead Generation.

Frisco, Texas - August 14, 2018 – Flobile, a CAP Digisoft Solutions Inc. company is poised to become the leading data-driven growth solution in the B2B marketing sector.

With a groundbreaking approach to prospect data intelligence, Fortune 5000 organizations will realize a return on investment in sound sales enablement and pipeline productivity while building a strong sales prospecting data infrastructure for the long term. Flobile's prospect Intelligence capability is transforming the B2B lead generation market segment or rather "upping the game."

The most prevalent organizational growth challenge is poor data quality. Many software companies have automated the lead generation process with very little checks and balances of accuracy and data relevance. In addition, third party data lists are administered without thorough data vetting and quality assurance. Flobile's Data Integrity Solution has set the bar high in thorough and accurate prospect data. Beyond data, their solution promises a well aligned engagement plan that primes the sales process for conversion.

Arun Kumar, CEO of Flobile, states *"Prospect Intelligence is about transforming data into information, information into decisiveness, and decisiveness into action. We go far beyond search and gathering. We create rich, meaningful data that paves a path to conversion."* Flobile offers each client partner a clear [pathway from prospect generation to revenue activation.](#)

"Prospect data is a strategic lever for an entire organization. Aligning sales, marketing and operations through a seamless sales process and prospect data integrity is the most powerful growth tool." Krista Medlock, Senior Director of Strategy said. *"We are concerned with the approximate \$3.1 trillion yearly cost as a result of poor data. Flobile will go a long way to help fill the significant gap in sales prospecting efficacy and productivity."*

About Flobile

Flobile is a CAP Digisoft Solutions Inc. company, a technology innovation company. Our dedicated data strategists and scientists have been serving enterprise-caliber organizations since 2004. Our domestic and global offices together have served 100s of clients across the US and various industries. We drive intelligent sales growth.

As a leading B2B data service provider, we work to ensure prospect data quality, accuracy and integrity that helps in improving customer acquisition, streamlines business practices and improves response rates thus causing a surge in business productivity.

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