

## ↳ 4AM Demand

See how York IE's R&D module helped demand generation experts 4AM Demand build a scalable, sellable SaaS platform in this case study.

York IE's case study shows how 4AM Demand utilized the R&D module to turn their expertise into a built-from-scratch SaaS platform.

### Heather Stokes and Josh Verrill are demand-generation experts.

Together, they share over 30 years of demand-gen marketing experience, and held director and executive-level positions at prestigious companies like Oracle. Heather and Josh co-founded 4AM Demand to help B2B companies increase revenue and scale customer adoption.

To maximize their impact on demand-gen marketers, Heather and Josh needed a product: some way to boil down their years of experience and knowledge into an offering for customers. What they needed was a SaaS platform, and 4AM Demand tasked York IE with building it.

**4AM asked York IE to help bring their vision to life:**  
An operating system where demand-gen marketers could live day-to-day.

"We had powerpoints, spreadsheets, templates, and processes for lead generation. What we needed, and what York IE gave us, was a user experience within a product and platform that we could bring to market."

*Heather Stokes, Co-Founder & COO, 4AM Demand*



The R&D module was a great fit, allowing York IE to enter the process at the idea generation stage. 4AM Demand's team had world-class subject matter expertise, and needed a way to share the frameworks they'd developed over their many years in the demand-gen space.

The development process began with collaborative conversations between York IE and 4AM. Heather and Josh had built out a workflow that included the activities they would conduct in the demand-gen process: bottoms-up revenue growth planning, lead & pipeline management, budget analysis, etc. The team at York IE worked to group these features into new buckets: ones that closely resembled the information from 4AM's spreadsheets, but presented them in a way that made sense on a SaaS platform.

## York IE helped build a roadmap of features to get 4AM to a minimum viable product (MVP).

“Our job was to prioritize the most important features early in the roadmap, and minimize the development time and resources it took to get to a usable, sellable SaaS platform.”

Mike Veilleux, Co-Founder & CTO, York IE

Getting to market was a priority for 4AM. They needed a platform that housed their core features and competencies, had an intuitive interface, and didn't take years to develop.

The York IE team built information architecture, early mockups, and low

fidelity mockups to give 4AM a preview of what their portal might look like. They developed dashboards, worked 4AM's brand and color palette into the style, and built their waterfall planning and analysis tools into the high fidelity roadmaps.

Heather and Josh user-tested the mockups within their network, giving valuable feedback that York IE synthesized and applied with each iteration.

As part of their launch, 4AM had acquired Explorics, an analytics engine with connections, data, and intellectual property. Once the first iteration of the new 4AM demand platform was built, the York IE team worked to incorporate some of the elements from Explorics, repackaging the analytics engine within the context of the app.

## The result was a sleek, secure, and first-class SaaS platform that's driving 4AM Demand's first software-only sales.



York IE efficiently took the vision we had in our spreadsheets and distilled it down into a streamlined platform. We had an MVP in five months, and our first sales from the platform in less than a year.”

Josh Verrill, Co-Founder & CEO, 4AM Demand

York IE didn't just help create a new platform, chuck it over the fence, and run away to leave 4AM on their own. Quite the opposite actually.

Instead, York IE and 4AM have formed a hybrid development team. Through the connections of their network, York IE even helped 4AM find the perfect hire for their new CTO.

## CASE STUDY

The end result of this collaboration is a infrastructure-as-code platform hosted on serverless AWS technology, meaning it's secure and easy to maintain. As the 4AM and York IE teams continue to iterate together, they'll continuously add new features, like intelligent recommendations that help marketers adapt their roadmaps as they go.

York IE's R&D module helped 4AM Demand go from a vision to a game-changing product, in less than a year.

"York IE truly acted as an extension of the 4AM Demand team. They supplemented and expedited our development of the 4AM SaaS offering, but never operated in a silo, even helping us find our new CTO. We now have a product that distills the expertise of our team into a tool that demand-gen marketers can use every day."

*Heather Stokes, Co-Founder & COO, 4AM Demand*



Want to build a game-changing product? We can help! [Let's connect!](#)