



COMBINING LEAD
GENERATION AND
MARKETING STRATEGY FOR
A MOBILE AND EMBEDDED
SOFTWARE DEVELOPMENT
COMPANY

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THE CLIENT:

NAVIGON is a software development company, specialised in navigation systems, as well as telephone applications and design. The company has recently passed under Garmin's ownership.

NNC Services has been collaborating with NAVIGON's Romanian subsidiary for almost an year; the aim of the partnership is to increase awareness for NAVIGON Romania products and bring in new projects.

THE CHALLENGES:

- Promoting NAVIGON Romania's mobile development outsourcing, a service not associated with the company's image.
- Identifying the right targets for generating leads.
- Building reputation for the subsidiary in Romania, concomitant with the company's transition from NAVIGON to Garmin's portfolio of brands.

THE OBJECTIVES:

- Continuously increase the number of business opportunities (in number or value).
- Enter new business partnerships from the U.S. and Europe (both short and medium term, but also at least one long-term business collaboration).
- Create a steady flow of incoming projects.
- Position NAVIGON Romania as experts in embedded mobile software development and run constant marketing activities according to the above positioning.

THE SOLUTIONS:

- // Lead generation testing on different markets, in order to identify the most responsive ones.
- // Establishing phone conferences with potential partners.
- // Developing the marketing strategy: market analysis, marketing plan, competitive analysis.
- // Writing and promoting case studies and presentation materials.

THE RESULTS:

- Efficient focus on a verified number of targets to generate business partnerships.
- Short, medium and long term partnerships with companies from U.S. and Western Europe.



- The client was satisfied with the quality of NNC Service's marketing activities and extended the contract.

TESTIMONIAL:

"With the assistance of NNC Services we have been able to establish our marketing strategy for acquiring awareness from prospective clients and for communicating our position on the mobile software development market. We started our partnership with NNC Services in late 2010 and by the end of April 2011 we had already signed several business contracts with US, West and North European mobile software developers. Along with NNC Services we also started the strategy for positioning Navigon Romania as expert in embedded mobile software development and mobile enterprise solutions integration."

Ovidiu Barz, Country Manager, NAVIGON Romania