

**BROADENING BUSINESS  
OPPORTUNITIES FOR A  
SOFTWARE DEVELOPMENT  
COMPANY**



M / +4 07 45 87 51 61

F / +4 021 313 56 85

E / [office@nnc-services.com](mailto:office@nnc-services.com)

W / [www.nnc-services.com](http://www.nnc-services.com)

A / 13-17 Sevastopol St, Diplomat Business  
Center, Bucharest 1, Romania



## **THE CLIENT:**

Our client is a company specialized in software engineering, providing a range of services and products in this field. Services cover customized software solutions to manage different types of company data, IT consultancy as well as e-commerce. The client is addressing both end-clients and business partners who wish to outsource. It also offers products – applications that help manage the data systems and communication within its clients' company infrastructure.

## **THE CHALLENGES:**

### 1. For the client

The client's main challenge was keeping the reins on a growing business. The company desired to expand its reach by identifying clients and partners in the UK and the Northern European countries. Other objectives were increasing the team and diversifying the services portfolio, which themselves posed challenges.

### 2. For the NNC dedicated team

For the NNC dedicated team, the main challenge was to identify the best way to market the client's services and products as to generate leads. As the client was new to strategic sales activity and had no market feedback, experimenting with different markets was necessary to see which tactics produce best results.

## **MEETING THE CHALLENGES – STRATEGY APPROACH AND IMPLEMENTATION. SOLUTIONS:**

- // The NNC dedicated team analyzed the client's business, assessed its needs and proposed several directions in approaching marketing activities. The team proposed launching activities to attract:
  - a. End users – companies working in the financial, banking or travel areas;
  - b. Business partners who were looking for outsourced resources;



c. Companies developing mobile applications – either as clients or partners for outsourcing.

- // The proposed marketing strategy's core activity was generating leads. Thus, efforts were focused initially on building brand reputation and awareness by creating presentation materials for possible clients and partners, as well as offering web design optimization advice. This was followed by research for possible leads, establishing meetings, carrying out pilot projects.
- // Where possible, face to face meetings were set with potential clients and partners, as opposed to the traditional virtual meetings. This type of approach was preferred because of its higher effectiveness rate.
- // Lead generation was furthered by activities such as telesales and pitching on projects offered on sites such as elance.com or odesk.com.
- // A strategy for professional social media was implemented as well: LinkedIn and Xing in particular.

### **THE RESULTS:**

- // The proposed number of 4-5 monthly leads has been constantly exceeded, sometimes doubled. This meant further opportunities for establishing business partnerships.
- // A significant number of leads materialised in short and long term business contracts. Approaching IT and mobile development companies for outsourcing partnerships proved to be particularly successful.
- // Experimenting with different markets and tactics never allowed narrowing marketing options, thus increasing the sales.