

GENERATING BUSINESS
OPPORTUNITIES FOR
ENEA ROMANIA –
SOFTWARE
DEVELOPMENT SERVICES
PROVIDER FOR
INDUSTRIAL
APPLICATIONS



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THE CLIENT

Founded in 2000, ENEA Services Romania is part of the Swedish company ENEA, a **world leader in embedded systems and advanced technical systems development.**

With over 14 years of experience, ENEA Services Romania delivers the best in class customized software applications for global players acting in industries such as telecommunications, wireless, multimedia, consumer electronics, navigation systems and microelectronics.

CHALLENGES

ENEA aimed to **increase the number of business opportunities in the European market**, targeting the industrial field. Due to their need for advanced marketing know-how, lead generation and content marketing specialists, ENEA chose the professional marketing services provided by NNC Services.

OBJECTIVE

- Educate and inform the target audience about the services provided by ENEA
- Generate a large number of business opportunities in the industrial services market in Europe (at least 20 leads per month)
- Increase brand awareness and position ENEA as a leader in embedded software systems and advanced technical systems



SOLUTIONS

The collaboration with ENEA Romania started in February 2013. NNC marketing experts increased Enea's business opportunities with marketing activities such as:

1. Lead Generation

- **Establishing the target profiles** (*influencers – C-level decision-makers in production and business development*)
- **targeted countries** : UK, Netherlands, Germany, Italy, Belgium, Austria, Switzerland, Sweden, Romania, Norway
- **Targeted industries**: telecommunications, healthcare, automotive
- prospect database development
- emailing and telemarketing campaigns
- face-to-face business meetings and teleconferences set up

2. Content Marketing - Creating collateral materials for selling activities: Case studies, Presentations, Newsletters

RESULTS

During our collaboration with ENEA which is still in progress, the project grew considerably

- The lead generation campaigns delivered approximately 20 leads per month
- From the beginning of the project there have been set over 100 meetings with prospects (face-to-face and teleconferences)



TESTIMONIAL

"I was pleasantly surprised by their promptitude. The NNC Services team responded to our expectations and managed to work side by side with our team to offer ENEA the needed marketing solutions and results faster than we would have expected. We plan to continue our collaboration with NNC Services in other projects."

Bogdan Putinica, Senior Vice President, ENEA Services Romania

ABOUT NNC SERVICES

[NNC Services](#) offers marketing consulting services dedicated to IT and services companies. NNC can assist you in choosing the best strategy for your company - from list building and setting appointments with potential customers to generating online content and marketing via social networks.

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