



Generating quality leads on the CEE market for a leading global provider of Access, Virtualization and RDP Acceleration solution

ERICOM

CASE STUDY



Industry: IT
Size: 11-50 employees
Founded: 2009
Office: Bucharest, Romania

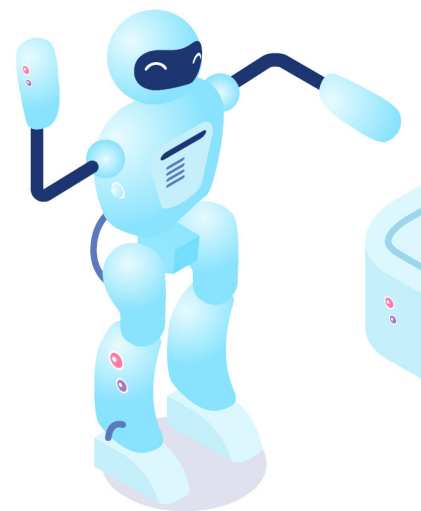
Client

ERICOM Software is a leading global provider of Access, Virtualization and RDP Acceleration solutions, allowing organizations to securely access applications, desktops and data running on Microsoft RDS / Terminal Services, VDI, Cloud platforms and other systems.

It is a proven remote access control vendor with over 20 years of expertise in the access market. Ericom offers solutions/products that are robust yet simple to deploy and use.

Objectives

ERICOM wanted to expand at the European level through partnerships that could promote their remote access solutions. The objective of NNC Services was to generate highly qualified leads with value-added resellers from CEE and facilitate communication between them and ERICOM's sales representatives.



Target audience

The campaign was addressed to IT resellers and distributors from CEE looking for better margins/vendor-partner relationship or other partners that have expertise in virtualization, cloud, RDS or VDI.



Solution

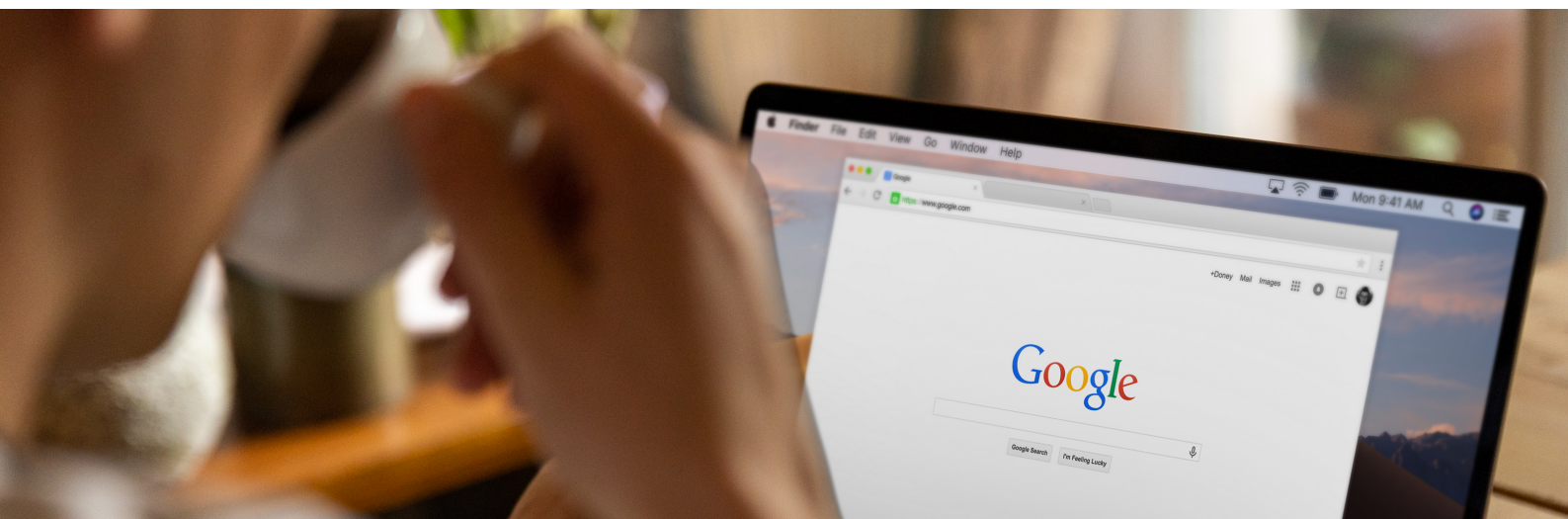
NNC Services, together with ERICOM, developed a lead generation plan which included: **Technologies and services, Target, Customer profile and Positioning.**

NNC Services` marketing solutions helped ERICOM to achieve the **lead generation objectives** and **ensured the successful execution** of them through the following monthly activities.



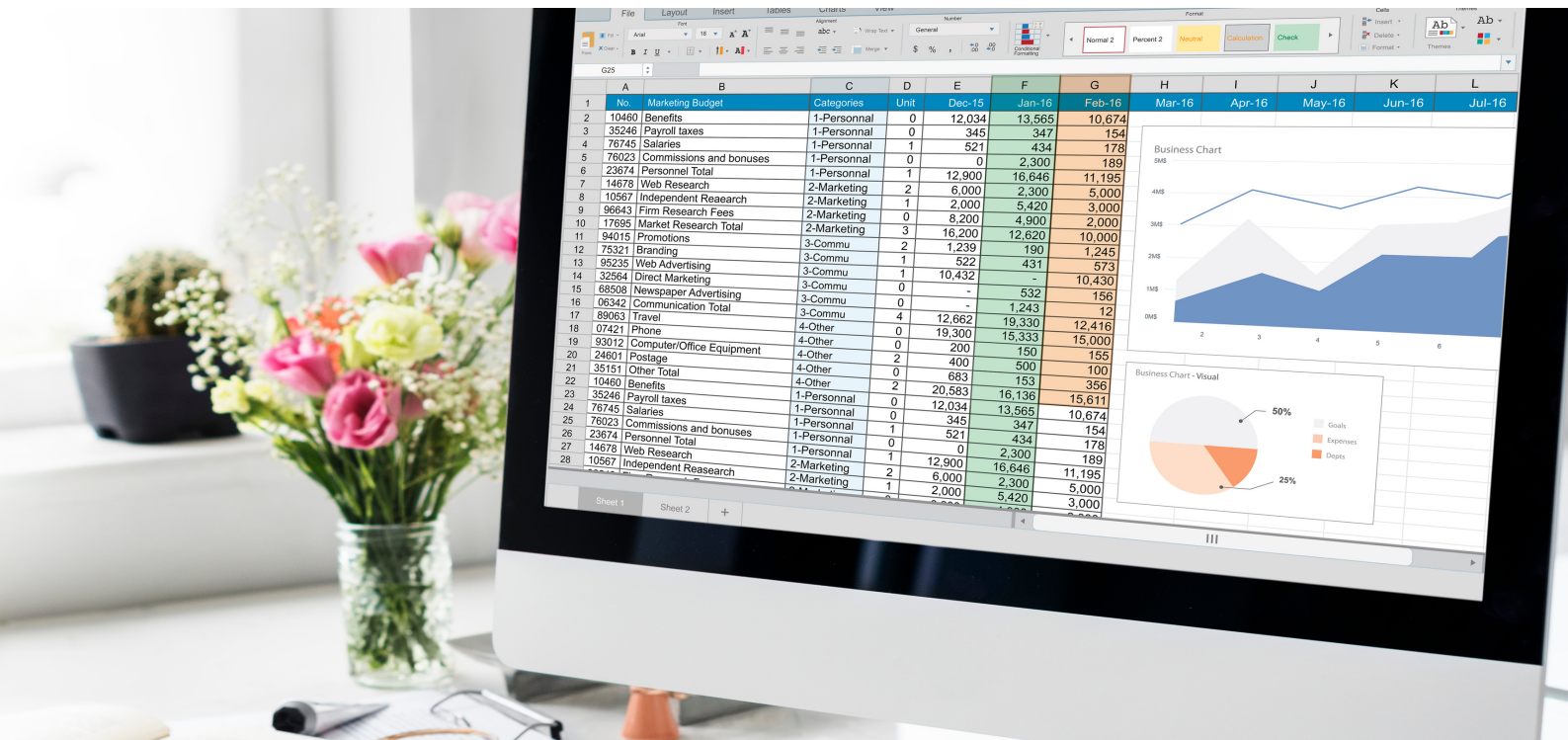
NNC Services successfully completed the following monthly activities:

- **Prospecting the market.** We researched companies with prospects contact details – email, address, phone number, LinkedIn profile, location, adding a total number of 715 contacts;
- **Telemarketing campaign.** We used contacts from the database, contacted them by phone, informed them about ERICOM services, set up meetings;
- **Outbound marketing campaigns.** We used contacts from the database in order to send them custom invitations to face to face meetings or phone conferences with ERICOM' representatives;
- **Project Management.** We planned, tracked opportunities and results, monitored, identified new directions and reported.



RESULTS

- ERICOM signed contracts with 5 companies. New collaborations are still expected;
- NNC Services` direct marketing emailing campaign generated for Ericom: 55 leads, 35 meetings and 18 opportunities;
- ERICOM owns today a highly-qualified prospect database of over 710 contacts with the latest and most accurate business information from CEE companies;



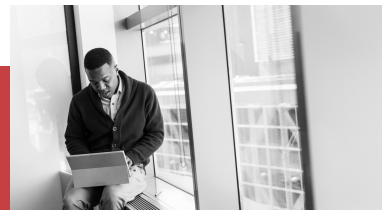
NNC Services

NNC Services specializes in marketing for B2B IT and professional services firms. We integrate marketing strategies to ensure demonstrable outcomes in sales and communication.

NNC Services will assure your company's growth and development by facilitating new prospects for financing as well as long-term development and expansion.



**A TRAINED AND
FULLY DEDICATED
IN-HOUSE SALES
TEAM.**



NNC Services is the leader in B2B marketing for IT and professional services companies. Our skilled team enables your business to better connect with your clients, through marketing strategies, tactics, tools and automation. We support senior company marketing & sales leadership to reach and exceed business goals with proven strategies, coaching, marketing automation, lead nurturing, and effective inbound and outbound marketing campaigns.