



GENERATING QUALITY LEADS
ON THE CEE MARKET FOR A
LEADING GLOBAL PROVIDER
OF ACCESS, VIRTUALIZATION
AND RDP ACCELERATION
SOLUTION

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THE 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.

THE OBJECTIVES

ERICOM wanted to expand at European level through partnerships which 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 the communication between them and ERICOM' 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;

Moreover, future collaborations between and NNC Services and ERICOM are expected.

ABOUT NNC SERVICES

NNC Services is proposing a pragmatic approach in choosing the best lead generation strategies, based on its experience in management and marketing consulting field for B2B companies for over 10 years. Starting with building a list of prospects and setting up meetings with potential customers and ending with generating online and marketing content through social media networks, NNC Services is your trusted partner.

NNC Services' current client portfolio includes mainly IT and services players on the Romanian and international market, for which the company is developing marketing programs that guarantees measurable results at sales and market visibility level.

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