

**LEAD GENERATION EFFORTS  
GENERATE UNIQUE BUSINESS  
OPPORTUNITIES FOR ERP  
SOLUTIONS PROVIDER**



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 / 75B Nicolae Caramfil St, 1st floor, Bucharest 1,  
Romania



## The client

Established in 1994, **Sistec** is a well-known and appreciated software company on the Romanian IT market. Sistec professionals have over 17 years of IT experience and project implementation working for large, medium and small companies, in areas such as retail, automotive, distribution or health.

The company's core business services are providing and implementing the ERP Abas solution to automotive companies. Sistec also offers full round-the-clock IT support for their clients' servers, databases, and operating systems, around Romania.

## The challenges

Even if Sistec's software solution ERP Abas was easy to use, flexible and customizable and the company had IT support offices all around Romania ready to offer technological support anytime, the sales figures weren't satisfactory. The **main difficulties** Sistec faced were:

- **Automotive firms' reluctance towards implementing ERP Abas solution** or any software solution - they find this technology too expensive for their budgets. Furthermore many firms are multinational corporation branches and have their own software solution providers;
- The **market resistance to supplementary costs arising from implementing IT solutions**;
- The **lack of market education towards implementing IT solutions** (people didn't know exactly what were their benefits when using ERP, why should they invest in implementing ERP Abas);
- The **lack of trust** shown by many firms that had already their IT support providers and didn't want to change them.

Therefore the **clients' main objectives** were:

- **Create interest around Sistec software solutions** by educating the Romanian market's needs towards IT solutions
- **Attract more clients** from the automotive industry and establish client meetings
- **Boost up company's sales**

## Solutions

NNC Services has started working with Sistec in May 2011. NNC team's role was to offer its marketing expertise to assist Sistec's sales department and boost up contract deals.

In order to meet the client's collaboration objectives, NNC Services developed and implemented an extensive marketing program, including:

- An **updated client data base** – NNC updated Sistec's old client data base by **eliminating bankrupt firms** or firms that didn't suit the company profile Sistec was looking for and by **adding new contacts**;
- **List building** and **sending letters** to automotive companies;



- **Contact** automotive companies executives **via mail and telephone**;
- **Create marketing materials**: case studies, leaflets, brochures, and prepare Sistec's participation at TIB (Bucharest International Technical Fair) to support the sale's department activity;
- **Educate the Romanian automotive market regarding the ERP Abas** implementation benefits by providing information about Sistec's software solution.

### **The results**

- NNC helped Sistec **establish client meeting and business partnership with** one of the biggest retail company from Europe, **METRO**;;
- The estimated **number of client meetings was exceeded** with 25%;
- NNC specialists helped Sistec gain a **strong knowledge about the market** they operate on;
- It has been **initiated a market education process** towards using software solutions to manage production processes;
- Sistec recognized NNC's ability of **coordinating very well the sales departments**;
- Due to the unique positioning that NNC Services provided for Sistec, our client managed to **convert a significant number of leads into actual business deals**;
- Because **the targets were always met** and the client was satisfied with NNC's marketing strategy **the project is still ongoing**.