

BUILT MARKETING  
STRATEGY FOR 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 / 15 Aricescu St, Bucharest 1,  
Romania

## THE CLIENT

[Exe Software](#), one of the biggest companies in the IT&C sector in Romania was founded in 2001 and is a 100% Romanian private owned company. They are a full-cycle software development company that delivers high-performing solutions and services.

## CHALLENGES

With initial core expertise in custom software development, our client wanted to expand its services to foreign markets and to obtain new customers.

The client had several business directions that they wanted to explore, and they needed to clarify which would be the most appropriate, as well as in line with current market trends and their competencies.

In order to discover which would be the most accessible markets and to identify the barriers to enter those markets, they decided to have strategy sessions together with the NNC Team for the market research and competitive analysis on which to make the best decisions.

## SOLUTIONS

Over the course of two months, the NNC experts organized these strategic sessions in the form of workshops and debates at the client's headquarters. During these sessions, we validated or invalidated, based on the data provided, what were the best new directions to address.

Based on these workshops, our team conducted a thorough analysis of the current trends in the IT markets, and delivered complex and accurate documentation for:

- IT markets general overview, trends and directions
- Differences between the global and the European IT Market,
- Geographical analysis
- Customer profile analysis for final customers in several industries

## RESULTS

- The client was able to decide what new markets they wanted to target, the types of clients and the services to approach them with, the appropriate sales team, the marketing actions for each channel. A budget forecast for the next year was created based on all these details.
- NNC provided a comprehensive marketing action plan that included the inbound and outbound activities which should be done to gain new customers
- The client decided to use a mix of internal and NNC resources to implement the action plan for expansion to foreign markets.

## TESTIMONIAL

*“We started working with NNC at a point when we wanted to create a product and service portfolio and target new markets. Together with NNC, we made market research on our competitors and also gathered information about target markets which helped us shape our product portfolio and ensure cohesion. NNC supported us from a strategic level to an operational level with dedicated resources for each activity. It was a good boost to get us on our way and help us organize internally.”*

Catalin Adam  
Product Portfolio Manager, EXE Software

## 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.