



LEAD GENERATION EFFORTS
GENERATE UNIQUE BUSINESS
OPPORTUNITIES FOR ERP
SOLUTIONS PROVIDER

SISTEC

Read the following case study to see how we helped Sistec, a leading Romanian software company, boost its visibility and sales. By implementing a strategic marketing approach that focused on educating the automotive market, we helped Sistec secure key business partnerships. Our efforts exceeded client meeting goals by 25% and set the stage for long-term market growth.



Client: Sistec

Industry: Information Technology & Services

Location: Bucharest, Romania

Company Size: 201-500 employees

Solutions: Software – ERP, CRM, DMS

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.

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.

Objectives

- ✓ **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 database** – NNC updated Sistec's old client database 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 sales department activity;
- ✓ **Educate the Romanian automotive market regarding the ERP Abas** implementation benefits by providing information about Sistec's software solution

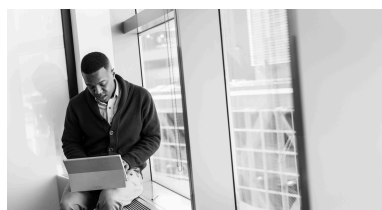
Results

- ✓ NNC helped Sistec **establish a client meeting and business partnership** with one of the biggest retail company from Europe, **METRO**;
- ✓ The estimated **number of client meetings** was exceeded by 25%;
- ✓ NNC specialists helped Sistec gain a **strong knowledge about the market** they operate on;
- ✓ **A market education process** was initiated towards using software solutions to manage production processes;
- ✓ Sistec recognized NNC's ability **to coordinate 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**.



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.



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.