

CASE STUDY:

Aspect Enterprise Solutions

Built market profile through a series of analyst briefings together with technology, business and sales success stories coupled to customer case studies and bylined articles.

Challenge

Aspect Enterprise Solutions (formerly OILspace) - developer of the world's first software-as-a-service (SaaS) trade/risk solution for dealers, brokers and traders - needed to build its profile in the market and make the transition from oil and gas only into the broader commodities field.

At the same it wanted recognition for its software platform in a market dominated by legacy systems from large, longer-established vendors.

Objectives

- Win positive coverage in vertical market media.
- Develop relationships with key opinion formers, editors and sector technology analysts.
- Establish the credibility of the SaaS architecture in a highly discerning market.
- Achieve exposure in industry reports and market surveys by leading analyst firms.
- Secure the cooperation of customers and partner firms in crafting media stories.

Solution

- One-to-one briefing and awareness campaign involving the CEO.
- By-lined and independently written articles in prominent titles.
- Target contacts at respected analyst firms including Gartner, IDC and CommodityPoint.
- Leverage satisfied customers in building win and reference stories.

Result

In a tough market the company has repeatedly notched up record sales quarter-on-quarter and recently reported a 24% profits hike over the previous year thanks to substantial sales growth. In addition it now achieves regular coverage in analyst reports and has earned a place in Gartner's magic quadrant, a respected bellwether of companies industry standing.