



concentrate
marketing and strategy development

SUMMARY

Client: SLI Systems, an export focussed New Zealand software company.

Challenge: a successful company engaged Concentrate Limited to accelerate its growth.

Solution: a new marketing strategy focussed on the US e-commerce market, using a clear value proposition and direct promotional tactics.

Results: large increase in product demonstrations and sales, sales force doubled, revenue rise of 63%



S.L.I. SYSTEMS, INC

Marketer of the Year

2005 HI TECH AWARDS

THE COMPANY

SLI Systems is a Christchurch-based, privately held company providing search technology services primarily to the US e-commerce market. It also has customers in the United Kingdom, Australia and New Zealand.

THE CHALLENGE

SLI Systems had a proven Internet search technology used by global brand customers such as NBC, Qantas and General Electric. It was profitable, had a good recurring revenue model and a solid core of skilled, committed technical, account management and sales staff.

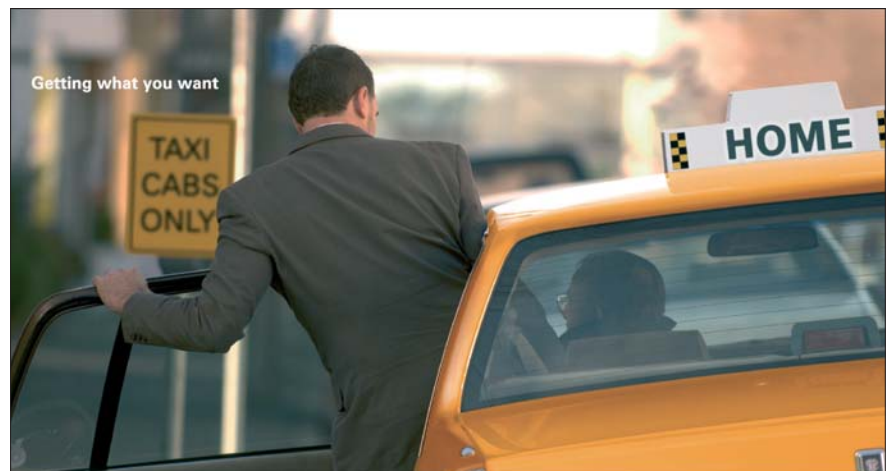
SLI was a successful company but wanted to accelerate its growth. SLI engaged marketing and strategy consultancy Concentrate Limited to assist.

THE APPROACH

Concentrate worked with SLI to review the fundamentals of their marketing strategy and implement a marketing plan.

PRODUCT PURPOSE - what business issue was SLI really helping their customer's to address?

Research and analysis showed that the core benefit SLI's customers received from using their products was the ability to increase customer satisfaction. By making a company's customers more likely to find what they wanted on a website, SLI was making a contribution to their level of satisfaction with that company.



Wouldn't it be great if life was always like this?
SLI Systems' goal is to give you exactly what you want. Our customized search service will fit your site perfectly. Our technology learns from search behavior, using that knowledge to help customers find your site and locate what they need when they get there. And we learn from your business' behavior to always keep this service relevant to your needs. To arrange a free demonstration on your site email sales@sl-systems.com





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Wouldn't it be great if life was always like this?

SLI Systems' goal is to give you exactly what you want. Our customized search service will fit your site perfectly. Our technology learns from search behavior, using that knowledge to drive automated paid and natural search engine marketing campaigns, as well as continuously improving the search experience on your site. And as we learn about your business we work to keep our service relevant to your needs.

To arrange a free demonstration on your site email sales@sl-systems.com



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PRIORITY MARKET - who had the greatest need to address this issue?

The market chosen was US e-commerce companies, for whom customer satisfaction improvements make a daily, and easily measurable contribution to their revenue. For a large corporate a poor web search experience might frustrate a customer, for an e-commerce site it means a lost sale and a customer that may never return.

From this decision we researched and built a detailed list of SLI's target customers, around 2800 US-based organizations.

VALUE PROPOSITION - why should they choose SLI?

With a clear focus on the US e-commerce market we turned our marketing attention to clarifying SLI's value proposition for that market, i.e. something we could really stand for in a crowded market. We conducted research and found a strong message came through.

The Internet is a fluid, dynamic, organic sort of marketplace to operate within. Unless your business changes with it you can relatively quickly lose your ability to attract and retain customers - so our customers were always learning and trying new things. What SLI stood for in the customer's mind was relevance - they kept their site relevant to their customers by offering products and services that moved and evolved with them.

PROMOTIONAL PLAN - how can we persuade the target market?

After undertaking research, we created a comprehensive marketing communications programme for 2004, with a view to determining the best methods for attracting customers. This programme included tradeshows, direct mail, online advertising, print advertising, web-based demonstrations, email newsletters and publicity.

We measured each activity as much as possible. For example, from tradeshows we analysed lead numbers, how many went to demonstration stage and then to sale; and for all online promotion we monitored click-throughs, and the numbers of enquiries from the landing page we created on our website.

Particularly effective tactics were personalized direct marketing campaigns and tradeshows. Consequently in 2005 these have become our main focus for expenditure, backed with other tactics, to great effect.

THE RESULTS

SLI's investment in marketing is now leading directly to sales. Previously they weren't confident about this connection, it was just a best guess. Now they can invest money in marketing activity with confidence, for example they are spending large amounts on trade shows in the US this year because SLI know they are well targeted and this investment is producing good results.

- Revenue increased by 63% for the year to June 2005 compared to the year to June 2004, and profit increased by even more.
- In the first six months of 2005 sales were already at 80% of 2004 calendar year sales. Of these, 84% of all sales are from companies in their chosen priority market of US e-commerce companies, as opposed to 68% in 2004 and 36% in 2003.
- SLI were product centric i.e. they had one product focussed on many markets. Now are market centric, with many products focussed on the same set of customers.
- Marketer of the Year, 2005 Hi Tech Awards.

ABOUT CONCENTRATE LIMITED

Concentrate helps New Zealand technology companies realise their potential by successfully marketing their products. Based in Christchurch, it works with some of NZ's fastest growing technology companies.