

Information Technology: Results that Saved Time and Increased Revenues

client

Datatel is a provider of information management technology. The company's focus is on delivering robust integrated information management solutions to higher education institutions.

objectives

Despite its successful history, in the late 1990's Datatel found itself competing against formidable competitors. These companies were: spending millions of dollars in splashy new marketing campaigns, acquiring seasoned sales teams by offering big salaries, and gaining top ratings from Wall Street analysts. Datatel hired DMR to reinvigorate its brand and provide an **integrated marketing and next generation product development strategy**.

process

DMR began this assignment by listening to Datatel describe the company's rich history and values. Next, DMR conducted in-person tape-recorded interviews of current and potential customers using DMR's proprietary ACE™ methodology. The results identified:

- Specific "hot button" messages for use across the full spectrum of the sales cycle process (e.g., initial awareness, product demo, etc.).
- A prioritized list of product development, sales, and marketing initiatives.
- Strategic filters for future products.



results

The results formed the basis for a new and revised positioning for Datatel and a product development focus as well. Sales scripts, product demos, presentations, product development, and external communications were all realigned with a unified and market-driven focus. Datatel senior management remarked that the results not only provided direction, but **saved time and money as well.** Datatel's success was quite evident:

- **Revenues doubled** in two years.
- Datatel received the **US Senate Award for Quality Excellence** and the **Gartner "Magic Quadrant Award"** for being the best in the industry for the completeness of its vision and the ability to execute that vision.

*"The findings are like the **Holy Grail of marketing strategy**. All of our communication and development efforts will be easier, **save us time and money, and be much more effective**. We'll know what to say in everything we do...The findings apply to how each of us does our job...from how the receptionist answers the phone to product development and improvement, and all of our sales and marketing initiatives."*

Liz Murphy
Vice President, Marketing
Datatel

DMR
Decision Making Research

Results...Boardroom Ready™