

Intelligent Environments Group plc (IE) expands its Partner Network with help from the RCS “Get to Market” Programme



The Challenges

- IE is highly successful in the UK – clients are the leading banks, building societies and financial services companies – where next for profitable growth?
- IE is receiving increasing interest from financial services providers in non-traditional, for IE, segments and markets but where should IE be focusing their efforts in the near and medium future? Additionally is IE missing any new opportunities, segments and markets?
- Partners are critical to IE's future growth, who should IE be partnering with and how do they connect with them?

The Solution = Get to Market* from RCS

NEW IDEAS

RCS spent time understanding IE, the company and the NetFinance offerings and then using their broad ranging industry knowledge and network identified new segments, markets, partners and prospects that RCS believed needed further consideration. Further joint discussions enabled a prioritised list to be developed and actioned.

NEW PARTNERS

A broader partner ecosystem was identified as key for IE's growth. RCS identified a wider range of prospective partners, including partners that IE hadn't previously considered appropriate. RCS were able to explain their reasoning and established contact with the prospective partners. RCS were quickly able to show IE the benefits of working with these non-traditional, for IE, partner organisations.

NEW PROSPECTS

RCS developed profiles, on key prospects identified as part of the initial research, providing IE with a clear understanding of who the key contacts were, what technology decisions had been made and how to progress the account. This work ensured new prospects being added to the IE sales pipeline as RCS were able to introduce IE to the appropriate contacts.

IE's PERSPECTIVE

“There are many positives with the “Get to Market” programme from RCS”, comments Jerry Mulle, Sales & Marketing Director, for IE. “We appreciate the short, sharp, tailored approach coupled with the real and practical value the RCS people bring; they are sharing their insights, experience and network”. Mulle goes on to say “RCS are introducing us to new ways to grow the business and we look forward to working further with RCS as we expand”.

*** Get to Market is a unique offering aimed at technology providers who are asking themselves where next for Business Growth? Forget multiple planning sessions, from day one RCS work as part of the client's extended marketing, sales and alliances team to shorten sales cycles, establish and drive an appropriate business representation model and focus on accelerating business growth. RCS strengths lie in its diverse knowledge base, global contact network and hands-on approach.**