

SUCCESS STORIES



INDUSTRY CASE STUDY IT CONSULTING SERVICES

CLIENT PROFILE:

GEMKO Information Group is a business solutions consulting firm based in Amherst NY. GEMKO provides both IBM and Microsoft based IT software, hardware and service solutions to various cross industry environments.

CHALLENGE:

It is difficult to gain new revenue opportunities in the document Imaging marketplace. Products are not well known and document imaging is not something that is easily understood. Advertising is costly and typically does not work well, because of the technical complexity of the system and the customer's need to understand the solution's applicability to the business environment.

GEMKO Information Group was looking for a way to increase demand and market awareness, for its Filebound document imaging solution, within specific vertical industry segments.

Rick Jones, GEMKO's Senior Imaging Consultant, said "The document imaging sales cycle is six months to a year. I need a lot in my pipeline; otherwise I can't attain my sales goals."

Mr. Jones had limited resources to do his own prospecting. Most of his time was allocated to closing current sales opportunities and servicing the existing customer base.

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GEMKO Information Group fills pipeline and compresses sales cycle using Athena's RAMP marketing process

GEMKO partnered with Athena SWC to execute its Synchronized Relationship Acquisition and Management Program (RAMP) to target customs brokers. Athena developed a comprehensive marketing program to increase demand and stabilize GEMKO's sales pipeline.

The marketing campaign utilized internet marketing, direct mail, and inside sales activity, to educate and qualify prospects in the custom brokerage industry through educational webcast events.

The marketing program helped to increase GEMKO's pipeline and gave Rick more time to devote to active sales cycles. In addition, the synchronous touch process provided the appropriate education and awareness of GEMKO and their vertical industry solution within their desired target market.



"Athena's program has increased attendance at our webinars, added highly qualified prospects to my pipeline and compressed our sales cycle by over 50%. Overall, their program has given me more time to actually sell!"

- Rick Jones, GEMKO

In August of 2008, Athena put Rick in contact with a customs broker that had three locations nationwide. **Only four weeks into the programs inception, GEMKO closed a document imaging deal worth \$32,500 in total annual revenue.**

"Athena has been a terrific value to our business. Their highly targeted and specialized program gave us more touches to prospects and provided a higher rate of success speaking directly to the decision makers and centers of influence.

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Over a three month period, **GEMKO's pipeline grew to over \$180,000 in potential sales revenue.**

"GEMKO started using Athena's RAMP Process as a "test" program for Filebound in May of 2008. We've had great success with their process throughout the year, and have engaged Athena to execute a variety of other marketing and sales related support services throughout 2009." said Terry Murphy, Director of Sales and Marketing, GEMKO Information Group.