

User Story



System Force devotes to focus

In 1999 Gerard Groupe established the company System Force. Since then it has grown to be a specialist in ICT solutions, whether it involves [security](#) or the total management of ICT environments. The strength lies in purposefully searching for solutions for the client with a customer-oriented attitude, which is very important. System Force works together with various partners, so that the search for the solution always precedes the search for the product.

“The marketing strategy of System Force is concentrated on small-scaled, very directed actions”, according to Gerard Groupe. “We precisely define the target groups and functions so that we can approach prospects with information and products that are important to them at that moment. For the coming year we have chosen two focus areas. We are going to concentrate on local governments and the top of the medium and small-sized businesses. To achieve this, we have selected specific products, such as network admission control solutions and encryption software. First of all, we send a mailing in order to arouse interest for our products, after this the sales department will call the contacts. They can immediately provide prospects with information and answers to questions. In my opinion, this knowledge at the telephone is very important; the prospect feels that he or she is worthwhile, and in the event of a possible lead, we can immediately ask specific questions and go more deeply into the subject.”

“The advantage of this approach is that at the beginning of the process, there is almost no loss of effectiveness, because in the Computer Profile database, you can target and address very specific. For System Force it is also important to contact prospects on a regular basis; security is a developing market and we do not know when it will be a topical subject among our prospects. Should this happen, then it is important that the name System Force is top of mind. Creating and raising brand awareness is an important element in our marketing. At the same time we will also reveal the importance of security to visitors via demos at various trade shows.”

“In many cases, security is still ‘the foisted child’ in small and medium-sized businesses; it is important to point this out to businesses. We often first ‘sell’ the problem to the medium- and small-sized businesses, and then the solution. Because ICT knowledge is not always available, problems regarding security are not always spotted. Examples such as an Internet connection without a firewall, or the lack of back-up units are familiar to us. We often visit the client in response to such a specific problem. Then, together with the client, we evaluate the ICT environment. In addition to the known problem, it turns out that there are also other problems that the client is not aware of. In these situations, cross-selling is very important.”

“In the future we will also set up collective campaigns with partners. Partners often have a specific area in which they would like to see sales grow. Through this cooperation we can work even more specifically and conduct specific actions in the future. In this way, we can provide prospects even better with product-specific information aimed at the existing ICT environment”, according to Gerard Groupe.