

## User Story



### **Thinkwise Software establishes its name through good segmentation**

For many small or new businesses, marketing is strongly related to sales and changes rapidly along with developments within the business. For these businesses, this is the most successful strategy. This marketing approach is often highly opportunity-based and is therefore fitting for a flexible organization in which fast adaptation is possible. Opportunity-based marketing can be very successful, and Thinkwise is a good practical example of this.

Thinkwise is a young organization that is occupied with the automation of software development. "Software is seen as a high-tech product, but the development is often carried out according to traditional methods," states Victor Klaren, director of Thinkwise. "Thinkwise concentrates on research in the field of software factories. The Software Factory enables a very high degree of automation in the software development process. All repetitive activities are fully automated, allowing the software designer to focus on the creative tasks within the process."

"Thinkwise Software does not yet have adequate brand awareness," says Hans Keukenschrijver, sales manager at Thinkwise. "In order to create brand awareness among our target group, we are using several instruments such as advertisements and articles in the specialist literature of our target groups. We also send direct mailings, with subsequent telephone calls to recipients to address potential customers.

"Good segmentation is especially important to us. This entails a targeted search for businesses that will be interested in our message. We focus on prospects who are active in the same market as our existing customers, or who use the same hardware, or who follow the same processes and are therefore faced with similar challenges. The Computer Profile database is ideal for this segmentation. Identification with the subject matter is important in this regard. Prospects are pleased to hear that we have customers with the same processes or with the same hardware platform, as this results in similar problems. We have noticed that our message can be communicated more effectively to these prospects. To obtain and retain a good overview of both customers and prospects, all details are registered in our own self-developed CRM application. This allows us to follow the prospects continuously from the first mailing."

Victor Klaren adds, "We recently received an award for 'Best New Business Partner of the Year' from IBM Netherlands. We want to draw specific attention to this in 2007, so we plan to concentrate on approaching IBM users this year. This is an excellent opportunity for Thinkwise to establish its name within this user group."