

These case studies are arranged into the general headings of Product Sales, Business Services & Software & IT related projects. We hope that they are useful in demonstrating our ability to help in your sales process.

### **Product Sales;**

Bell Booth; are providers of animal & pasture supplements to the farming community throughout NZ. Ibex has supplied services to Bell Booth for 4 different projects over the past 4 years. These projects range from appointment setting to cross sell existing customers, surveying existing customers & confirming customer attendance at road shows.

DermaL FX; are providers of IP Lasers to Beauty Therapists. Ibex supported them in an initial launch campaign to sell units to Beauty Therapists or alternatively rent units to them on an on-going basis.

Number 8 Lifebrokers; is a specialist Life Assurance Brokerage delivering risk protection policies & advice to farmers & rural residents. Ibex follows up a pre-approach letter mailed by Number 8 & arranges sales appointments. The qualification of prospects is key to this project to ensure that the prospect has correct expectations & has all necessary information on hand at the appointment. This project has been running since January 2008.

Ricoh Hamilton; is a national photocopier sales & service company. Ibex Marketing supplied sales support by following up businesses already in Ricoh's CRM system as well as making contact with new prospects. This project did not produce the results anticipated by Ricoh & Ibex Marketing despite a great deal of "tweaking & tuning". The project was run at two separate times in an attempt to assess the influence of the business down turn. By mutual agreement the project was stopped.

Simplicity Vending; is a franchise operation setting up new territories through out NZ. Franchisees service & re-fill free standing coin operated lolly dispensers. Simplicity Vending utilises Ibex Marketing's team to secure agreement from businesses to host a dispenser. Ibex Marketing also supplies Personal Assistant services to Simplicity Vending's Director to assist him in maximising the number of potential franchisees he can meet with.

Waterman Innovations; is the NZ distributor of Riso reprographic equipment. Ibex Marketing have assisted Waterman Innovations in a number of campaigns supporting the sale of the Riso HC5500 which is essentially a high speed colour ink jet printer which offers significant cost savings with the advantages of long life & the ability to add colour to documents for highlighting.

## **Business Services;**

24.7 Health & Safety; are providers of Health & Safety advice, training & systems. Their speciality is in the area of assisting companies to create Health & Safety systems that are integrated into their workplace culture rather than a manual on the shelf. 24.7 Health & Safety conducted a successful in house campaign approaching Waikato builders & construction firms & engaged Ibex Marketing to extend this campaign into the Auckland area. The campaign did not continue past the first week as the Auckland building & construction industry did not show any interest despite various adjustments in scripting.

Adam Parore Mortgages; are a mortgage broking firm that was going through rapid growth during 2006. Ibex Marketing met the Waikato broker Alan MacDougall & assisted him in establishing referral relationships with Waikato accountancy practices. Due to the success of the project a number of other brokers throughout New Zealand were assisted with short campaigns arranging meetings with professionals in their territories that were in contact with business people looking to finance commercial building & property purchases. Adam Parore Mortgages benefitted from a number of new brokers establishing good referral networks & writing mortgages in a very short space of time.

APN Data; are providers of business data for mail & phone marketing campaigns. The data they hold originated from UBD, Wises Maps & Finda & they have added significant value to it in their ability to search & profile data to maximise a client's campaign. Ibex Marketing are clients of APN Data & have delivered services to a number of their clients. APN Data approached Ibex to assist their data specialists in connecting with key marketing decision makers in large Auckland based companies. The campaign was very successful in creating new connections with large marketers. However the project has been put on hold due to current market conditions & is being monitored with the intent to re-start & assist the APN Data team in meeting with the decision makers leading the marketing activity.

Bartercard; are an organisation that assists businesses in paying for purchasing in their business with their own products & services. Ibex Marketing was engaged to assist initially in booking appointments prior to sales drives in various areas around New Zealand. As a result of these campaigns Ibex were approached by a number of Business Developers to provide appointments on an on-going basis. Ibex demonstrated the ability to break through business owner's perceptions regarding Bartercard & consistently provide well qualified appointments. This project continued for 2½ years & ended as the result of structural & directional changes within Bartercard.

CrewCut Commercial Cleaning; are a franchise company traditionally providing residential cleaning & section care services. Ibex Marketing were engaged to assist in the launch of the Commercial Cleaning operations in Hamilton. The project was very successful developing strong interest for Crew Cut's Operations Manager to follow up & convert. Expansion of the Crew Cut group is based on new franchise sales & Ibex remains in contact with Crew Cut with regard to opportunities to assist with the launch of future franchises.

Emerald HR Solutions; are a Hamilton based private Human Resource company. Ibex was engaged to assist them in growing their business by supporting their sales person in meeting with more prospective clients in the Waikato. The project worked well but was put on hold when Emerald HR changed it's focus to develop the opportunity to place skilled tradesmen from the United Kingdom with Waikato businesses.

Federated Farmers; are a national organisation providing support services to the New Zealand farming community. Federated Farmers have engaged Ibex Marketing to follow up direct mail campaigns promoting the benefits of membership. So far 2 projects have been conducted on behalf of Federated Farmers.

Finda; Finda is an online business directory that is part of the APN group of companies. Finda has had rapid success becoming the preferred on-line business search tool of many Kiwis & coming to the attention of Google to provide business information for their local search feature. Finda have engaged Ibex develop a partnership providing qualified appointments to assist their sales team in showing more businesses the benefits of being a part of the rapidly growing Finda website.

Glenview International Hotel & Conference Centre; The Glenview Hotel is one of the long standing conference facilities in Hamilton. The hotel had been radically extended & renovated by its new owners but was struggling to connect with businesses hosting conferences & seminars. Ibex Marketing was engaged to assist the hotel's Business Developer in promoting the high quality of the conference facilities & on-site catering, dining & accommodation. The campaign was very successful in assisting The Glenview Hotel in re-establishing itself as a premier business function venue.

ICON Business Solutions; are providers of business coaching. Ibex marketing have assisted ICON coaches in the areas of Hamilton & Auckland's North Shore. These campaigns used a pre-approach letter & phone follow up to assist new coaches in developing an ideal number of clients to work with on an on-going basis. Market conditions at the time reduced the number of experienced candidates looking for coaching roles & this eventually prevented ICON from adding new coaches to their team.

LMA; Leadership Management Australasia are providers of training specifically targeted to the professional development of staff within the company they are employed by. The training program is somewhat unique in developing specific outcomes & R.O.I. with each business owner, the staff member attending & the LMA facilitator. In engaging Ibex Marketing LMA were able to clearly articulate this to Waikato & Bay of Plenty decision makers connecting with immediate training needs & effectively communicating their point of difference.

Schramm Law; are a well established Hamilton Legal practice specialising in business law & structuring advice to business owners. This work often leads into the need for accounting advice & Schramm Law have had longstanding referral relationships with specific Hamilton accounting firms to ensure that their clients were able to correctly implement the advice given. It became necessary to form additional referral relationships & Ibex Marketing was engaged to arrange appointments for Damien Botherway of Schramm Law to meet with the practices open to developing such a relationship. The number & quality of appointments exceeded Damien's expectations & in his own words the result he achieved was one he would not have achieved on his own.

Shadow Consulting; are independent psychometric testing providers that are unique in their ability to recommend the optimal psychometric test to use, facilitate testing & deliver reports written by qualified psychiatrists. In the field of psychometric testing Shadow's significant point of difference is that they **only** provide testing where as others also provide staff for the roles tested or sell a specific brand of test. Shadow Consulting were referred to Ibex Marketing to assist in following up pre-approach letters. Ibex were also able to assist with drafting the pre-approach letter & delivered valuable appointments in the last quarter of 2008. Shadow Consulting have moved their offices to Christchurch and will be resuming with Ibex Marketing once they are established there.

Speed Biz (Hamilton); are an organisation that facilitates business speed networking events. Ibex Marketing was engaged to inform business decision makers of the launch events & register businesses on Speed Biz's website. Speed Biz reported a dramatic rise in new members registering on their website & the Hamilton launch was a success. A number of lessons were learnt in the Hamilton launch & Speed Biz are currently adjusting their company & event structures to take advantage of these lessons. Speed Biz plan to engage Ibex Marketing in future area launches to assist them in creating initial momentum.

United Travel Corporate (Hamilton); are providers of business & commercial travel services. This market is extremely competitive & serviced by long-standing companies in the Hamilton market. United Travel had appointed a new corporate travel sales person as part of a campaign to expand the business & corporate travel component of their business. Despite having had no prior experience in the travel industry Ibex Marketing were able to develop leads & appointments for United Travel to convert to new clients in a shorter time frame than if they had made these calls themselves.

Wayne Rush Bodywork; are providers of therapeutic massage in Tauranga. They engaged Ibex Marketing to assist in promoting the value of therapeutic massage for staff wellness to business clients in Tauranga. Wayne & his team added more business clients in a short period using Ibex Marketing's services than they would otherwise have been able to themselves.

### **Software & IT related;**

Ardito Corporate Training; are providers of certified training in the effective use of Microsoft Office products providing businesses with the ability to up skill staff & increase their productivity with these work tools. Ibex Marketing booked appointments for Ardito staff to meet potential prospects to discuss their requirements & explain the particular returns their business could expect.

Concerto Networks; are providers of remote management services & tools for business computer networks & hardware. Their service reduces the requirement for on-site visits & assists businesses in getting free of the "break-fix" approach to IT, allowing them to plan up grades & replacement.

Ferret Software; are providers of document scanning, filing & retrieval software that has been integrated with common software solutions for Accounting practices, Mortgage Brokers & Insurance Brokers. Ibex Marketing have booked appointments for Ferret Software for 3 sales campaigns.

Intalink; Intalink provide enterprise quality remote monitoring & testing, one-stop help desk remedying PC & network issues on the phone or escalating to a technician & also escalating all ICT issues to the appropriate service provider, managing the fault resolution as a one point of contact. This service is delivered as a Service Level Agreement as opposed to the "break-fix" approach to IT. The appointment setting process involved a great deal of skill in instigating conversations where there was a high degree of resistance to change on the part of the prospect.

Iron Mountain; Iron Mountain is a US based multi national that purchased Pickford's records management in Australasia. The project involved a great deal of work establishing who made decisions around document destruction & secure storage of both physical & electronic documents.

IT Desktop Solutions; IT Desktop Solutions are a certified Microsoft developer specialising in adapting "off the shelf" products or writing industry specific tools. Ibex Marketing have assisted IT Desktop Solutions in marketing their Sports Admin Tool throughout New Zealand & are currently in discussions regarding the promotion of a recipe based pricing module for the food industry.

PC Hardware; PC Hardware sell, install & support business IT equipment to small to medium sized businesses in the Waikato & Bay of Plenty areas. While being in the traditional "break-fix" market they have well defined processes & systems that provide a value for money installations that require minimal attention. Ibex Marketing have supported PC Hardware in three campaigns introducing their team to new prospects in their area.

Productive IT; Productive IT were a start up company providing a suite of Microsoft testing tools to establish a prospective employee's level of proficiency with Microsoft Office tools. Employers that were conducting their own interviewing & hiring were approached & offered use of the service.

Purely Visual; Purely Visual are a Hamilton based graphic design company that used our services to book "brand audits" ensuring that businesses were using their brand consistently across, signage, print & on-line media. This project had considerable web-design focus. The project was a defined campaign to cover businesses of small to medium size within Hamilton.

Smart Business Live; Smart Business Live provide a number of on-line accounting & HR tools to small & medium businesses. The newly appointed Waikato agents approached us for support in an initial launch phase assisting them in filling their sales pipeline for Smart Payroll as quickly as possible.

Smart Minds Web Design; Smart Minds Web Design used the services of Ibex Marketing to conduct a thorough campaign contacting Hamilton businesses of all sizes offering web design, back end support & business integration skills to assist in building new websites & refreshing or improving existing sites. This project was very successful in assisting their very busy Business Developer to maximise his selling time. Due to Smart Minds being integrated into a group of IT companies & moving their operations to Auckland, the project was placed on hold during the transition to new location & branding. The project is due to resume shortly.

Time Smart; Time Smart is a time management software tool developed by a Waikato Accounting firm for improving their own internal workflow processes, reporting & billing of time. The significant savings in their own practice had driven them to promote sales of the tool to accounting, legal, design & engineering practices. In conducting a campaign to book appointments for demonstration it was found that a number of tools already existed. Considerable time was spent with the Time Smart team adjusting the approach without significant change to market responses.

Verde Group; Verde Group sell, implement & support business management software such as Greentree & Exonet. As the sales cycle for this type of software can be quite long, they use our business contact team to identify decision makers & qualify leads allowing their product managers to focus on developing initial interest into sales. This project works very well with a well defined quantity of work & staff developing fluency with the industry.

Virtual Infrastructure Professionals; VIP are an Auckland based company specialising in the virtualisation of servers using VMware providing significant savings in energy consumption, physical space & money. VIP used the services of Ibex Marketing to book appointments for key engineers to meet with schools & businesses around the Auckland region to discuss the benefits of virtualisation for their organisation. The campaign was very successful & developed a high level of interest. The project was stopped by VIP due to the level of virtualisation work developed from the appointments set.

Vistra; Vistra supply Microsoft Outlook Exchange as a managed, hosted service on an account by account basis. This service allows small & medium businesses to access the efficiency provided by shared calendaring, secure Outlook Web Access & e-mail pushed out to mobile devices. In addition all back up, spam filtering & security is taken care of. Ibex marketing have assisted Vistra in test marketing projects. While Software as a Service has been offered for some time it was found that many businesses still had significant resistance to taking this up. A number of early adopters did take up the service as a result of the project.

Zartaj Web Design; Zartaj Web Design used the services of Ibex Marketing to conduct a thorough campaign contacting Auckland based businesses of specific sizes offering their web design, back end support & business integration skills to assist in building new websites & refreshing or improving existing sites. This project was successful in assisting their very busy Business Development Team in maximising their selling time, but the project was stopped by Zartaj Web Design due to internal changes.

Zoom-IT; Zoom-IT are a company based in India providing site building & back end services to web designers in the UK, US, Australia & New Zealand. Zoom-IT was referred to Ibex Marketing by Smart Minds Web Design. Zoom-IT used the services of Ibex Marketing to conduct a campaign contacting web designers in New Zealand & the United Kingdom to book appointments to coincide with business trips to these countries. The project did not realise the expected level of interest & Zoom-IT have pursued other marketing avenues.