

## Edit Online case study



Glasgow based Edit is a market leader in the field of bulk document capture and scanning. In early 2007 Edit spotted an opportunity for a new service, which they named Edit Online.

## Ogam research reduces Edit Online's start up risk

Glasgow based Edit is a market leader in the field of bulk document capture and scanning, and has a solid customer base and strong relationships with both business and government. In early 2007 Edit spotted an opportunity for a new service – an online document access systems which would allow companies to store all their documentation electronically, and access them any time any where over the Web. This new service was named Edit Online, and a new start-up company formed to deliver the service.

### **Edit needed to know the most lucrative markets for its service**

Edit knew that the service was ideally suited to SMEs who could neither afford nor find value in expensive and complex document management systems. The obvious market was Scotland, since that was where Edit already had both physical presence and reputation. As a start-up business, however, Edit Online needed to know more about its target market, including expected revenue streams, so as to provide focus for its initial sales and marketing efforts. Without this information, Edit Online would be entering the market blind, and possibly wasting money in areas which would never bear fruit.

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### Edit commissions Ogam to profile potential markets

Edit had already decided to commission some research to profile the potential markets for its Edit Online service, when it was introduced to Ogam Insight by a valued supplier. Impressed with Ogam's proposal, and the speed of response, Edit commissioned the company to profile the markets for Edit Online in detail, and make recommendations for the marketing activity required to reach them. Edit Online Managing Director, Keith Yuill, explains: "We already had four customers piloting the service, but needed to know the full potential of Edit Online before investing in sales and marketing activity".

### Ogam research identifies "sweet spot" for Edit Online service

Ogam already knew from the four pilot companies that certain vertical markets were of interest to Edit Online, but were keen to rule every market in, before ruling any market out. They carried out extensive interviews among target sectors, and much desk research, before finally hitting upon what they termed the "sweet spot" – the market which would bear most fruit for the smallest effort in the short to medium term. The results were presented to the Edit Online management team, and gave them a detailed insight into the best markets, and plenty of food for thought.

### Research allows Edit to make business development decisions with confidence

Armed now with both the big picture, and the detail, Edit had some big decisions to make regarding Edit Online. These decisions however, were now much easier to make with the full picture in sight. Keith Yuill explains: "We were very impressed with what Ogam Insight came back with in a short space of time, and the results showed us exactly where we needed to focus our efforts."

### Edit Online prepares for full marketing launch

Edit Online has now taken on board the insight and recommendations which Ogam has provided, including the primary sectors they have been advised to target, and is using a lead generation company to generate leads which are producing a strong initial revenue stream. Keith Yuill concludes: "Our sales effort is now highly focused, and we are preparing for a full marketing launch of our new service, for which we will undoubtedly use Ogam Insight's services again. The information they provided also helped us finalise our business plan, which has in turn helped us to secure more funding."

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