

Quarterback case study



Having successfully developed their own business control software in-house, Clyde Valley Drilling started to realise the commercial opportunities, and set up Quarterback Systems.

Ogam reduces Quarterback risk of taking new iQ software to market

Marketing software is a whole different ball game from marketing construction. That's why diamond drilling firm Clyde Valley Drilling (CVD) turned to Ogam Insight this year (2007), when the successful development of its own business control software in-house suddenly presented an exciting new business opportunity.

Clyde Valley Drilling launches software spin off

Having been unable to find an affordable, end-to-end business software solution to meet its precise needs, Lanarkshire-based CVD developed its own software in-house. And so successful was this software implementation, providing the company with £200,000 of direct savings in the first year alone, that CVD staff began to see the potential for selling the product to other companies. Owen Barrett and Craig Robertson launched a spin off company, Quarterback Systems, and a pilot case study programme for local businesses.

Quarterback needs more than 'a hunch' to achieve sales objectives

With several businesses having signed up to the case study programme to use iQ, and taking account of their own construction background, Barrett and Robertson had an idea where their potential markets lay. However they needed more than a hunch to achieve their sales objectives, and specific advice on how to market software. Without this information, Quarterback would be entering the market blind, and possibly wasting money in areas which would never bear fruit.

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Quarterback Systems had an idea where their potential markets lay, but needed more than a hunch to achieve their sales objectives.

Quarterback's Managing Director, Owen Barrett, explains: "We already had four case study customers signed up to pilot iQ, but needed to know more about the market for our software before investing in sales and marketing activity, and staff."

Ogam identifies the most lucrative revenue streams

Enter software marketing experts Ogam, who having already read about Quarterback, were hungry for the challenge. Ogam completed a detailed profiling exercise of potential markets, identifying the most lucrative initial revenue streams and the company types expected to be the best fit for the iQ software. Further Ogam 'sized' the primary and secondary markets for iQ, and completed a detailed competitor analysis which allowed Quarterback to determine how to position its product, from both a pricing and marketing perspective.

Ogam recommends best market entry strategy

Ogam also made recommendations for a market entry strategy for Quarterback, within and out with Scotland, and the marketing activity required to achieve the company's short and mid term sales objectives.

Importantly Ogam encouraged Quarterback to focus initially, leveraging their own construction market expertise and building their credentials and a marketing blueprint in Scotland before signing up a UK partner.

Quarterback prepares for market launch

Having taken on board the insight and recommendations of Ogam Insight, including primary construction sectors as targets, Quarterback is approaching its potential targets with confidence.

Owen Barrett concludes: "Our Sales and Marketing effort is highly focused, and we know what staff we need to recruit."

"As we prepare for a full marketing launch of our new iQ software, we will undoubtedly use Ogam Insight's services again."

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