

Sysnet case study



Glasgow based Sysnet, the award-winning Scottish technology provider, was looking to Ogam Insight, the technology marketing strategists, to help them raise their profile and focus their offering.

Ogam provides Sysnet with ‘roadmap’ for growth

Many companies who build up a diverse and extensive product and service offering eventually fall foul of the ‘jack of all trades, master of none’ scenario.

Not so Sysnet, the award-winning Scottish technology provider which has created novel applications ranging from document management in construction, to digital pen and paper for local government elections and load control systems for the airline industry.

Sysnet keen to scale up the business

Whilst consistently delivering a £1 million turnover, however, Glasgow based Sysnet had found of late their ‘message’ had become somewhat diluted, and customers and prospects were not necessarily sure what the company stood for. Furthermore the Sysnet directors wanted to scale up the business over the next five years, and raise their profile.

With plans to increase turnover to £5m by 2011, and knowing they would need to focus their offering to provide the platform for growth, Sysnet turned to technology marketing strategists Ogam Insight for advice.

Sysnet has created novel applications ranging from document management in construction, to digital pen and paper for local government elections.

Whilst consistently delivering a £1 million turnover, Sysnet’s plan was to increase that to £5m by 2011.

“We knew what we wanted to achieve, but weren’t sure how to get there”

Ogam recommended a research project called a ‘Product Market Roadmap (PMR)™’. The PMR would be based upon sound research and outline clear recommendations on the products and markets offering the greatest opportunity for Sysnet, and the positioning and marketing strategy required to maximise these markets.

“We knew what we wanted to achieve,” explained Sysnet Managing Director Peter Burtwistle. “What we weren’t sure of was how to get there.”

A Product Market Roadmap (PMR)™ was completed over a six week period

“Ogam’s ‘Product-Market Roadmap’ promised an independent view from people who specialise in helping technology companies grow, and importantly recommendations and a clear plan of action.”

The Sysnet Product Market Roadmap project was completed over a six week period and consisted of a number of clearly defined stages including: initial research into the company background; a ‘rankings and ratings’ exercise with the Sysnet directors; interviews with a cross-section of Sysnet’s customers; and desk research to clarify opportunities within particular markets.

Sysnet were delighted with the results.

Ogam has left us with a clear plan of product and market focus

“It was very refreshing to get an independent view of our business, to remind us of what we are good at and where we should focus, and we were very impressed with Ogam’s knowledge of the vertical markets most relevant to our business.

We found the workshop with Ogam an extremely insightful exercise, and Ogam has left us with a clear plan of product and market focus in order to direct our sales and marketing activities. We also have a clear action plan for marketing strategy going forward.”

Beginning of road for Ogam and Sysnet partnership

But that is not the end of the road for Ogam and Sysnet, as Sysnet is now looking to Ogam to help them deliver some of the recommendations.

Burtwistle concludes: “In Ogam we feel we have found like-minded people and a long-term partner; we hope to engage them to help us deliver some of the recommendations, and support us in making our growth plans a reality.”

Ogam recommended a research product called a Product Market Roadmap™.

One of a number of clearly defined stages of the Sysnet Product Market Roadmap project consisted of interviews with a cross-section of Sysnet’s customers.

“Ogam left us with a clear plan of product and market focus, as well as an action plan for marketing activity going forward.”

Peter Burtwistle, Director

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