



CASE STUDY

WHERESCAPE

MAKING CFO'S INTO HEROES – DIRECT MARKETING WITH A DIFFERENCE.

IMAGINE THIS:

You're the CFO of a mid-size Kiwi company. Your job is important and you don't get enough credit for what you do.

Then, one ordinary day in the office, there's a newspaper in your pile of mail, with a picture of your face next to the lead article.

Engaged yet? They were.



WHERESCAPE RED
PROOF OF CONCEPT

3-DAY CHALLENGE

INCREASE YOUR PRODUCTIVITY
Experience productivity increases up to 10 times what you currently have, and see how your data looks and works with WhereScape.

YOUR OWN SOURCE DATA IN WHERESCAPE RED
We take a sample of your source data and build your data warehouse. After three days we'll guide you through your proof of concept with a personalised workshop and recommendations.

Register your interest at WhereScape.co.nz/slamdunk and get a free proof of concept engagement using real data from your business.
Valued at \$6,000. Offer expires 1st February 2015*



**GET YOUR SLAM DUNK WITH
WHERESCAPE TODAY**

THE MISSION: SELL A SOFTWARE PRODUCT THAT IS DIFFICULT TO UNDERSTAND TO COMPANIES WITH NO TIME.

International data-warehousing software company WhereScape came to us with a problem. They'd cornered the majorly big internationals, but needed new mid-market business leads in New Zealand. They've created a multifunctional automation environment for data warehouses, called Wherescape RED.

Huh? Don't worry about the detail. What the product does for businesses is really the important bit: it improves efficiency, reduces costs and means decisions can be based on facts, not guess work.

WHAT BUSINESS WOULDN'T WANT A TOOL THAT COULD DRAMATICALLY LIFT PERFORMANCE? IT'S AN EASY WIN FOR THEM, AND THAT'S WHAT WE FOCUSED ON.

The only snag? WhereScape wanted it done before Christmas. In other words, three weeks – a tight turn around by anyone's standards.

Oh, there was another snag too. Just like most B2B marketing, we were facing a pretty long sales cycle. This was a big investment for companies, and not one that many had even considered before. It meant that our campaign wasn't just about getting immediate sales (although that's always nice). It needed to stick in people's minds so they'd remember Wherescape two or three years down the track.

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Liftout Business

Slam dunk for <Full Name>

Unprecedented returns for <Business> with clearer, more visible business data

Helen Stevenson

<Full Name> of <Business> was recognised this week for a dramatic lift in the company's performance. Under <Last Name>'s guidance, the company adopted Wherescape's powerful data automation software. RED. By improving their business analytics systems, the results have been nothing short of spectacular.

Already, <Business> is reporting massive profits from more efficient advanced data analysis. Reporting time has been slashed through faster access to relevant data, and staff have been freed up to work on additional projects.

<Last Name> says it's about having better access to their data. With Wherescape,

"This was information that used to be scattered across many different corporate systems - now we can get it in one place every morning!"

<Last Name> was praised for the easy and seamless integration, which was put into effect without any lengthy and expensive downtime. More importantly, <Business> was able to integrate Wherescape into systems already at work within the business.

Wherescape has been making waves for businesses of all shapes and sizes, with RED. Fortune 500 company General Cable M&M Manager John Williams says Wherescape RED is an investment in his company, delivering more accurate reporting and maintaining data management.

"We're finding ongoing maintenance of the data warehouse takes much less of our time, and involves significantly less cost."

Multi-national Albano Healthcare Group Limited trusted their data to Wherescape's capable hands and haven't looked back. Chief Information Officer Peter Radack, says "Wherescape are highly regarded and can be trusted to deliver the right solution, no matter what. They put the customer first, and I have no hesitation recommending them."

<Last Name> sums it up: "Wherescape's low maintenance data automation software has revolutionised efficiency at <Business> - we're

seeing our data more quickly and more clearly and that of itself drives our bottom line."

<Last Name> deployed their part in the transformational move. "It was really simple. We just rolled out Wherescape RED, and it was incredible - it did all the hard work."

Simple, maybe - but no-one can argue with the results.

WhereScape RED: Single-handedly improving the bottom line

WhereScape RED is changing the way businesses are talked about data management. RED collates and organises data faster and more comprehensive access to relevant information is then quickly and easily displayed in the reporting tool of your choice.

WhereScape leaves overheads and maintains staff productivity by collating complex data and storing it centrally. This high-level automation of data allows businesses to spend a lot less time on internal reporting and more time actively generating revenue.

Businesses don't need to change data systems to get the full benefit of Wherescape RED. Its system ability to communicate with different pre-existing platforms is one of its primary benefits. It can be used with any Structured Query Language (SQL) data warehouse system, including offerings from Teradata, Microsoft, IBM, Oracle and Pivotal.

Whether a business' analytic solution is cloud-based or on-premises, Wherescape has the capacity for comprehensive configuration and enhancement to business data will be fully captured and fully integrated by Wherescape. This gives businesses increased versatility and easier optimisation - ensuring their data will still be relevant 10 years down the line.

Wherescape RED is helping businesses future-proof their analytic solutions. Operating as an on-going process, any changes to business data will be fully captured and fully integrated by Wherescape. This gives businesses increased versatility and easier optimisation - ensuring their data will still be relevant 10 years down the line.

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Turn the page to find out more...

WhereScape®

GET YOUR SLAM DUNK.

WhereScape RED can transform your business with huge productivity increases and we'll prove it, at no cost to you.

Prefer to phone us? Call Matt on 021 817 059.

WHERESCAPE RED PROOF OF CONCEPT 3-DAY CHALLENGE

We'll take a sample of your source data and build your data warehouse. In 3 days, we'll guide you through your proof of concept with a personalised workshop and recommendations, so you'll see first hand the time and money you'll save with Wherescape.

Name

Company name

Email

[REGISTER](#)

*Conditions apply

SIDE STEP THE CEO, GO STRAIGHT TO THE MONEY

With a big message and targeted group of 100 businesses, direct mail seemed the obvious media to use.

We knew that targeting CEOs would be a waste of time – they're always too busy, and they usually have gatekeepers who open (and bin) most of their mail.

Those hard-working, CFO's we mentioned before? We realised that they were our ideal targets. They're always looking for efficiency and savings – and they're easier to reach.

In other words, they were the perfect recipients for a targeted, personalised direct mail campaign.



THE PLAN: TURN CFO'S INTO BUSINESS HEROES.

We wanted to make CFO's feel like heroes. Here's how we did it:

We created a personalised newspaper for each CFO, featuring their photo and a 'what if' article about the positive growth in their companies. In short, it showed them as the heroes they could be with the help of Wherescape.

The article also included quotes from some of Wherescape's happy customers – a great way of showcasing real testimonials from business people the CFOs would admire.

A second article expanded on Wherescape's tools for improving the bottom line, and a strip ad invited the CFO to get in touch.

Finally, we offered them a \$6000 Proof of Concept engagement for free. The offer went like this: Wherescape would take a sample of the target's business info and build a data warehouse in three days. Then the CFO would be shown first-hand how much time and money they could save.

EVERYTHING HAD TO RUN LIKE CLOCKWORK

We had three weeks from concept to launch, so all the elements had to work like clockwork.

After finishing copywriting and design, we raced the false cover to the printers, who wrapped, then couriered out the personalised newspapers.

A telemarketer followed up a week later and re-marketing banners in Google reinforced key messages with web visitors who hadn't registered.

Later, a Wherescape sales person followed up with the warm leads, using a video case study also produced by The Selective.

THE RESULTS:

Wherescape fielded numerous phone calls congratulating them on the campaign. But the business results are what really matters. Here's what happened:

NEW CONTACTS: Out of the 100 recipients, ten showed definite interest in talking to a sales person – with more to come.

AWARENESS: Recipients really enjoyed the DM concept – which is great for building awareness, making the brand memorable and establishing future relationships.

Here's what some of them had to say:

"Congrats on the marketing – really enjoyed it."

"After the initial shock and wondering 'What have I done?' I thought the marketing campaign was excellent."

ALL THE PROOF YOU NEED, IN JUST 3 DAYS.

WhereScape®

[REGISTER](#)

EXPIRES 1ST FEBRUARY 2015

WHERESCAPE RED
PROOF OF CONCEPT

**3-DAY
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