Success Story: Applied Sciences Group Cracks New Markets and Fills Sales Pipeline Partnering with Athena SWC

Client Profile

Applied Sciences Group (ASG) is a software engineering firm. They engineer solutions for factory automation, instrumentation and control, and provide custom embedded softwareapplications. ASG also provides FDA software validation and verification services specific for medical device environments.

Business Situation

As an entrepreneurial business, ASG developed a strong base of regional clients in the Western New York area. Given the unpredictable nature of the local economy, they wanted to expand their customer base into new geographic regions and focus on growth oriented industry segments.

ASG has a small sales and marketing staff and needed to find a way to quickly identify qualified prospects without constraining their staff from servicing existing accounts. They needed to find a highly synchronized process that could consistently deliver awareness and education to the new geographic markets and targeted industry segments. This process would need to create the necessary education enabling their internal sales staff to enter the process when the prospect was fully aware of ASG's offerings, qualified and ready to engage in an active sales cycle.

In addition to developing new business in targeted regions and industries, ASG would need to inject the optimal amount of project work in their sales pipeline to fill present and future capacity requirements.

> *We wanted to provide our medical device software development and automation services to companies outside the WNY region. The Athena process helped ASG develop a targeted list of device manufacturers and then provided us with a systematic way to introduce our services to these prospects in a compelling manner. As a result, ASG has new customers outside the area, and we are nurturing several opportunities for the future."*
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> *— Kim Grant, Business Development Manager,*

Finding the Right Targets

ASG selected Athena SWC to develop a targeted marketing campaign focused on delivering qualified sales opportunities from outside of the region in industry segments. They developed a plan to identify the best potential regions and targets most likely to be receptive to ASG's outsourced software development model.

They identified medical device manufacturers as an optimal growth industry for this campaign effort. This marketplace was strong, given federal healthcare funding for new medical technologies, continual advancements in medicine and highly compressed product life cycles. Additionally, these companies often outsource software engineering as it relates to FDA verification and validation of a device.

It's extremely important for device manufacturers to launch new products quickly and correctly (getting to the market ahead of competition) given FDA compliance guidelines and the highly competitive nature of this marketplace. Additionally, ASG has had good success working with medical device manufacturers and could leverage their past experience regarding the complex nature of the FDA verification and validation process.

RAMPing For Success

Athena used their synchronized Relationship Acquisition and Management Process (RAMP) to execute a campaign using a combination of direct mail, email, and follow up sales calls to educate and qualify prospects. Athena also assisted in development compelling messaging and a targeted educational webcast offer focused on the medical device software development compliance requirements.

This activity would drive attendance of qualified prospects to the webcast offer specifically focused on the complex nature of the FDA software development verification and validation compliance issues and best practice approaches.

This provided a solid first step in ASG's active sales process and provided a mechanism for potential clients to learn more about ASG's expertise within the software development process and knowledge of FDA compliance requirements.

The Results

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Introduced $120,000
into ASG's active sales pipeline

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Extracted market intelligence
relative to decision makers and key influencers

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Increased market awareness
for ASG's FDA verification and validation compliance software development offer

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Improved sales rep productivity
by allowing ales staff to focus on closing new business