



JRocket Benefit:

Market Differentiation

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## ***Transporting European Success into the U.S.***

When a technology market is mature, the challenge of winning against the established competitors can be daunting. Yet, in the summer of 2006, enterprise resource planning (ERP) software company, Agresso North America (N.A.), made a bold move to take on the multi-billion-dollar leaders in the U.S. and Canadian markets. With a small base and no localized market awareness -- but a successful \$225 million European parent behind it -- the company hired JRocket Marketing to identify its best opportunities for success and map a marketing strategy.

Agresso N.A. faced a problem that many nascent organizations face as they try to increase visibility and market share in a new territory. How to differentiate against much larger competitors with larger marketing teams and louder marketing megaphones?

Yet, 18 months after JRocket Marketing's 90-day Plan-IT program, Agresso N.A. achieved: 62% revenue growth; is winning million dollar deals against Oracle, SAP and Microsoft; has a full sales pipeline; and differentiable market positioning that has been replicated by Agresso worldwide.

When JRocket Marketing began working with Agresso, company founder Judith Rothrock delved deeply into product capabilities, customer experiences and noted the company's sophisticated, agile architecture. While business software applications companies are generally better served by solution-selling versus technology emphasis, Rothrock saw that the architecture had a simple, yet unified model that combined the data, business processes and analytic/reporting delivery methodology to move as one. For Agresso customers, this meant that

a single, easy change made to business data or processes reflects accurately throughout the solution.

"JRocket's 90-day Plan-It product is the most effective and concentrated marketing program I have ever experienced"

John Scott, Vice President,  
Sales and Marketing, Agresso

Determining that ERP financial, human resources, etc. solutions had become a commodity, Rothrock instead researched the buyer market's pain points. She determined that dynamic, changing organizations were spending millions more than planned to maintain ERP solutions with outside IT resources -- after their initial installations were completed. Conversely, Agresso's most dynamic customers, were able to continually change their solution using their own resources and at no additional cost.

JRocket Marketing created for Agresso a new crosshorizontal buyer market that she dubbed BLINC – Businesses Living IN Change,™. branded the unusual architecture VITA™ and focused all of the company's marketing resources on promoting and selling to that segment.

"Judith already had a strong reputation with other software companies, so we trusted her direction and put all our marketing resources on BLINC and VITA," said Shelley Zapp, President of Agresso North America. "I don't think any of us could have foreseen how far and how fast her strategies and plans have taken us."

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