



JRocket Benefit:

Vertical Market Segmentation

SYSPRO Benefits from JRocket's Market Expertise

SYSPRO USA is a world-wide marketer of enterprise solutions for the midmarket. Recently, SYSPRO found itself in a more competitive ERP market space. To effectively compete, the ERP vendor needed to upgrade its marketing strategy. In particular SYSPRO sought a better relationship with industry analyst and market influencers as well as a stronger product message. Based on a field recommendation, SYSPRO turned to JRocket Marketing seeking a fast track upgrade for better analyst relationships and resolution to its marketing concerns.

ENHANCED ANALYST REVIEWS

To satisfy the need for increased visibility in the market space, JRocket Marketing's CEO Judith Rothrock called on her long standing relationship with top analysts. She developed direct access channels and focused interactions with a number of leading industry analyst firms such as AMR, Gartner, Forrester, IDC and Plant-Wide. This strong relationship with market influencers resulted in these analysts improving their coverage of SYSPRO in reports, white papers and articles.

PRAGMAVISION POSITIONING

Judith also developed a highly successful, marketing program called "PragmaVision." This marketing initiative targets visionary, pragmatic IT purchasers -- buyers who are not hung up on technology for technology sake, but demand a unique combination of robust, proven, yet current technologies instead of revolutionary disruptive change -- and who are not willing to shoulder the risk attached to either newer

market entrants, or the shackles imposed by the "Big 3" ERP giants.

POWER BUNDLES

JRocket further designed a series of six unique "Power Bundles" to streamline and help SYSPRO focus marketing on key business processes and drive operational efforts that reduce costs and boost profits. Some of the key factors introduced are:

- Speed of implementation
- Scalability
- Cost
- Advancement of Lean manufacturing
- Interoperability
- Workflow and business processes

"Not many people have the same tenacity and passion that Judith brings to the table. This energy propels everything that she is involved in."

Harold Katz, SYSPRO

VERTICAL MARKET SEGMENTATION

Another highly successful JRocket initiative was a strategic plan to focus the company's well-established mid-market production capabilities on four fast-growth market segments: Food, Medical Device, Electronic Equipment and Machinery Manufacturers and Distributors. SYSPRO particularly liked Judith's strong attention on key vertical market issues, which repeatedly proved to assist SYSPRO in achieving better market definition in the above segments.

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