



JRrocket Benefit:

Versatility

The Glovia Leadership Transition

Glovia, a wholly owned Fujitsu company, is a pioneer in open system Enterprise Resource Planning (ERP) solutions for a diverse range of markets. The company has a strong track record of delivering quick implementations with superior return on investment, while also providing top-notch support to customers such as Dell, Panasonic, Caterpillar and Canon.

While the company, based in El Segundo, CA, has historically enjoyed strong word-of-mouth referrals, their visibility in the crowded ERP marketplace had begun to decline. “We had to remedy that,” said John Farrell, Vice President of Business Development. “Not only because our offerings merit a high market visibility, but also because we want to leverage our traditional expertise in developing an important new revenue stream.” That stream will come from a new line of aggregated demand and supply chain optimized solutions called Glovia Hub. “JRocket Marketing has the expertise we needed to get on track on both fronts.”

JRrocket drew up a multi-faceted marketing plan that moved toward targeted objectives through a broad menu of strategies, including media and analyst relations, advertising, development of a customer advisory board, and even the development of a company magazine. “Judith Rothrock has the experience to back up all these various strategies,” said Farrell. “And she does so in a focused context that is completely results-oriented.”

However, even the best-laid plans can be stalled by unforeseen circumstances, such as arose at Glovia shortly after JRrocket submitted its marketing plan. A reorganization that included the replacement of the CEO caused long-term planning to be put on hold throughout the enterprise. Though well-received, the marketing plan lay dormant.

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“Transitions like the one we went through can be bumpy,” said Farrell. “But as we began to come out of it and teams began to re-form, we found that the JRrocket marketing plan was very valuable in giving us a common framework and a common point of departure. Things that we tabled months ago are now being revisited and, in many cases, implemented. For example, the press releases are now coming out on schedule and a press-analyst tour has been planned for the near future.”

“Immediacy is Judith’s strong suit,” Farrell concluded. “She’s very ‘do-it-now;’ very results oriented. So the longevity of her plan and the way it helped us regroup, was really an unexpected benefit. It’s amazing, really. She was only here for a three-month engagement, but the professionalism and versatility of her work is paying dividends, long term.”