



JRocket Benefit:

Focus

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## Harmony's Sharp-Focus Marketing Strategy

Harmony Software Inc. is a web-based analytic solutions provider whose packaged business intelligence products enable companies to make better operational decisions that trim costs and optimize margins. Harmony takes static data from disparate transaction systems and transforms it into decision-making information. By providing users global visibility of their key business processes, Harmony enables intelligent cost reductions, and triggers corrective actions that lead to increased profitability.

Rozanne Rapozo, co-founder and Chief Operating Officer, notes that enterprise SFA systems, ERP systems, and CRM systems (to name only a few) each offer analytics. "But," she says "we are unique in that we provide an out-of-the-box solution that cuts across functional areas, and we do it better, than anyone else, at considerably less cost."

Until recently, Harmony focused on building Symphonx, their flagship product suite. "We've been strictly a development company," said Rapozo. "But when it came time to plan our marketing strategy, we called Judith Rothrock at JRocket Marketing."

### Filling The Role

All too often, marketing dollars are spent using a shotgun approach with no accountability in terms of end results. Our applications focus on business processes that need immediate attention and enable corporate leaders to make better decisions

based on real-time global information." said Rapozo. "We knew we needed the same targeted focus in our own marketing effort. This is where JRocket Marketing really excels. For us, she's filling that critical strategic role of Chief Marketing Officer."

### Sharp Focus

Central to JRocket's initiatives with Harmony has been a focus on cost efficient, specifically targeted messaging. JRocket has sharply focused on key decision-makers within a defined, verticalized group of client industries. Viewed as a Phase One strategy, it is designed to achieve the most immediate successes, giving Harmony a "like client" foundation that will speed the sales close cycle with a domino-style momentum.

**"There's not a lot of fluff or wasted time. JRocket Marketing zeros in and is very goal oriented."**

**-Rozanne Rapozo**

Going beyond the scope of most consultants, Rothrock has also recommended a less expensive, highly professional freelance team to support Harmony's marketing implementation needs. "JRocket Marketing gets to the core points very quickly," said Rapozo. "There's not a lot of fluff or wasted time. She zeros in and is very goal oriented. We have large (but less effective) competitors in our market, and JRocket Marketing is helping us to break through the clutter."