



JRrocket Benefit:

Winning
Consensus

Taming the Tigers: netASPx Learns to Roar in Unison

netASPx is a market leading applications/service provider whose business model is predicated on driving down the numerous costs and managing the risks associated with enterprise application ownership. With a core focus on service, they are expanding their reach beyond their traditional markets of Finance, Human Resources, Accounting, Payroll and Supply Chain Management.

The top tier of managers at netASPx is perhaps typical of many other firms in that they are smart, fiercely committed, and just as fiercely opinionated about how their company should market itself. In terms of gaining such consensus, "it's not the easiest crowd to work with," concedes John Whiteside, company President and CEO. "We all agreed that we need to take our company to the next level, but that's about where the agreement ended." The result was effectively a marketing paralysis. Whiteside knew he needed an external resource. It had to have marketing expertise, sure, but it also had to be tough enough to tame his tigers. He found both in JRocket Marketing.

JRrocket principal Judith Rothrock had seen too many companies sacrifice long-term corporate branding strategies because upper management was not unified in their vision. Such companies tend to overspend on marketing programs that net very small results. "Judith came in to a very tough environment," Whiteside recalled. "But she had the credentials and it was clear to everyone that she had done her homework.

Just as important, though, is that she has the ability to frame the debate, however heated it may get, and drive us toward an understanding that we can all embrace. She's not exactly a shrinking violet, you know." Though the managers at netASPx all proved to be brilliant in debate, Rothrock was not intimidated or distracted from her purpose of forging a cohesive goal and a cohesive strategy to achieve it. They soon came to respect that... "way faster than I ever thought it could happen," said Whiteside.

"...it's not the easiest crowd to work with..."
- John Whiteside

An additional benefit that JRocket brought to the company was expert assistance in hiring a new marketing manager, a component critical to the success of the mission. This was accomplished with a deftness that again left John Whiteside surprised. "She [the new hire] went through exactly the same trial by fire that Judith went through. And just like Judith, she's delivering. People are very confident in her."

Whiteside describes both Rothrock and his new marketing manager as being "not typical soft-science marketing people" the kind who seem to excel only at spending their budgets. Conversely, the JRocket approach is consistently results-oriented, cohesive, and attainable. Even when it means teaching the tigers to roar in unison.