



JRocket Benefit:

Visibility

SRC Software Steps Into the Light

SRC Software is the leader in providing flexible solutions for enterprise financial planning and corporate performance management. With over 1,200 installations of its multi-platform Advisor Series™ in mid- to high-end enterprises, SRC delivers the “flexibility factor.” In business for 17 years, SRC has steadfastly maintained client loyalty through each successive technological explosion.

CEO Andrew Ferguson emphasizes the constant pursuit of “maximum client satisfaction.” It is that pursuit that has driven an annual 43% compounded growth for the past five years. It was also that pursuit that caused Ferguson to ask himself how they could improve even more. “As a company, we had a history of minimizing sales and marketing,” he said. “We came to the realization that we really needed to communicate more effectively with the market. We needed some help in moving to the stage where we could initiate an effective marketing plan.”

So much of SRC’s growth to date has been generated by word-of-mouth, and that’s how they selected JRocket marketing – on recommendations from the top technology analysts. “Judith Rothrock’s drive, energy, enthusiasm, and comprehensive knowledge of the marketing arena just could not be beat,” said Ferguson.

JRocket’s analysis revealed that, in their historical pursuit of product and service excellence, SRC had inadvertently ceded the

“high ground” of market visibility to competitors whose customer satisfaction ratings are nowhere near as good. Rothrock prepared a marketing plan that, in both scope and detail, allows SRC to advance with military precision. From the most high-level vision, through objectives, strategies, and tactics, no detail is omitted.

“Judy exceeded our expectations in every regard,” said Ferguson. “She always provided more than we asked for – provided it more quickly, with more enthusiasm, and with very clear care, thought, and expression that came through in virtually every communication.”

“JRocket Marketing exceeded our expectations in every regard.”

- Andrew Ferguson

Ferguson is realistic in his assessment of the journey ahead. Rather than being a cosmetic patch or quick fix, Rothrock’s plan truly defines a new mode of company behavior; a new way for SRC to generate and cultivate the leads that will result, with increasing efficiency, in high market visibility and new business.

“We’re not looking for short-term dramatics,” Ferguson notes. “We’re confident that the long-term perspective is the correct one for us. Certainly our investment in JRocket Marketing will pay for itself many times over.”