

# Jumpstarting Sales Enablement

## Enterprise Wizard Case Study

### Company Profile

EnterpriseWizard, Inc. is the emerging leader of adaptive web-based business process management solutions for organizations of all sizes. Their suite of pure web applications includes Service Desk, Customer Support, ITIL, Change and Asset Management, CRM, Sarbanes-Oxley, Government Compliance and general business process automation.

Founded in 1991 as an enterprise software development firm by our CEO, Colin Earl, the company worked on major development projects for 3Com, Compaq, Cisco and others before launching SupportWizard in 1996.

***“Their efforts gave us a solid marketing and messaging platform. They absolutely nailed it.”***

—CEO. Colin Earl

### Business Situation

Enterprise Wizard needed to a new approach to sales readiness based on identifying key buying criteria for its CRM application. The CEO was concerned about the company’s ability to compete with larger solution oriented players.

Changes in the marketing department left a critical resource gap in the area of product marketing. The new marketing program would require expertise in product positioning and messaging. Additionally developing a targeted campaign would be necessary.

### Solution

The ideal approach for Enterprise Wizard would include working with a product marketing consulting expert to drive the complete product launch project. The partner would utilize a repeatable proven process to build out positioning and messaging and delivery sales-ready tools to make the program launch date. Egress worked with EnterpriseWizard to deliver the product launch project.

### Benefits

The benefits of using Egress for this Go-to-Market program were:

- Quick knowledge transfer and ramp up
- Broad enterprise software industry expertise
- Completed market program quickly without disruption to existing business
- Messaging, positioning and collateral that resonates with executive persona
- Delivered tools and templates to support the next project



### **Services provided**

- Conducted a competitive assessment of existing products
- Completed quick market perception analysis
- Provided a complete review of existing marketing programs
- Overhauled all product positioning and messaging
- Provided standard positioning tools and templates