

Designing the Right Campaign

TradeBeam Case Study

Company Profile

TradeBeam is the leader in global trade management and compliance solutions. Global Trade Management (GTM) software solution helps companies streamline your global trading processes. Customers benefit by streamlining and automating global trade processes with minimal impact on existing systems and operations. The company's SaaS-based solutions help their customers compete more effectively, while rapidly freeing significant working capital from their supply chain.

TradeBeam was acquired by CDC Software in May 2010.

Business Situation

TradeBeam's VP of Marketing needed new messaging and an integrated campaign strategy to seize an opportunity created by new rules in compliance and enforcement. The GTM application offered unique capabilities that met federal guidelines. The window of opportunity would be small but targeting the right buyers with differentiated messaging would have a fast payback.

Solution

The ideal approach for TradeBeam was team with a product marketing service provider to handle the product launch project. The provider would utilize a repeatable proven process to build out positioning and messaging and delivery sales-ready tools to make the program launch date. Egress was brought into provide complete launch support.

“Mike Smart took our ad-hoc launch program and helped build a repeatable and scalable demand generation and sales enablement solution.”

—VP Marketing, TradeBeam

Benefits

The benefits of using Egress for this Product Strategy project were:

- Improved product messaging and positioning for trade compliance solution.
- Increased sales velocity through demand generation.
- Provided better go-to-market predictability and results.
- Provided a set of standard tools and templates to support on-going programs.

Services Provided

- Conducted a competitive assessment of existing product functionality
- 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