



The informed choice for B2B Technology Marketing

Initiate  Now part of 

From 3 People to \$13million in 3 Years

Initiate Systems, Inc. provides Master Data Management (MDM) software and is an information exchange leader providing organisations with complete, accurate and real-time views of data spread across multiple systems or databases, even outside the firewall. MDM gives a single view of the enterprise to reduce costs, increase agility and support compliance.

Initiate Systems has corporate headquarters in Chicago with offices across the U.S., and operates globally through its subsidiaries in Toronto, London and Sydney. IBM recently acquired Initiate Systems, for more information, visit <http://www-01.ibm.com/software/data/master-data-management/>

Expansion Challenges

Initiate was a successful US company with a proven track-record in US Healthcare with its highly accurate Master Patient Index solution. It wanted to adapt the product to multiple markets and rapidly expand both into Europe and across multiple sectors whilst, as a small company, needing to minimize operational expenditure and keep headcount low.

The company only had three UK employees when Ann Braham, Marketing Director at FBI, took up the role of Initiate Systems EMEA Marketing Manager, operating as their surrogate marketing department running all UK & EMEA marketing activities for existing and developing divisions, reporting into the US.

At the end of our tenure Initiate had 30+ employees in the UK, was established across Europe and had become attractive to a buy-out by IBM—the EMEA operational alone was worth \$13m. The success of the sales and marketing programmes ensured Initiate was well established in – Healthcare, Government – local & central, Insurance, Gaming, and Financial Services and the Telecommunications sectors.

Sector Developments

As healthcare was and still is Initiate's bedrock business, initial activity encompassed building the company's healthcare presence first in the UK and then across EMEA. Initiate is now successful in Healthcare in: UK, France, Benelux, Spain, South Africa, UAE, Italy and Scandinavia.

Company

Initiate Systems, Inc. provides Master Data Management (MDM) software. Headquartered in Chicago with offices across the U.S. and globally, the company was recently bought by IBM.

Challenge

Initiate was a successful US company with a proven track-record into US Healthcare with its highly accurate Master Patient Index solution. It wanted to adapt the product to multiple markets and rapidly expand both into Europe and across multiple sectors, whilst minimizing operational expenditure and keeping headcount low

Solution

FBI took up the role of Initiate Systems EMEA Marketing, operating as their surrogate marketing department running all UK & EMEA activities – penetrating new markets and building business.

Benefits

FBI helped grow Initiate from 3 people in 3 years to a \$13m organisation which was sold to IBM

Continued...



Sector Developments

With the recruitment into the company of a 'Big White Elephant Hunter' both **central and local government** territories were opened up. Key partners were selected and brought up to speed. One of FBI's roles was to liaise with Capgemini and Northgate Information Solutions to build joint marketing plans and support all partner marketing activity. This encompassed – PR, collateral development, white paper production, joint exhibitions, seminars, e-shots...

Constant Message Refocus

Throughout FBI's time at Initiate the outward persona changed from EMPI (Enterprise Master Person Index) to CDI (Customer Data Integration) to MDM (Master Data Management) provider. In conjunction with the States we developed local messages and launched these changes at generic cross sector events such as the MDM Summit.

Diverse Marketing Campaigns

Healthcare needed a **Name Recognition approach** when launching into different countries – initially a company launch at key events such as HIMSS with a lot of networking, then local (in country) partner development, translation and creation of local collateral, joint marketing plans establishment and monitoring; all backed up with a targeted PR campaign. In country development wouldn't typically happen without one key sale/success story.

UK Government – This was a two-tiered approach – **Big Game Hunting & Local Partner Development** to build the SME business. The Big Game Hunting (Contact Point, HMRC etc.) required little support apart from executive dinner coordination and subsequent PR and collateral development. SME development was against tailored marketing plans.

Cross Sector Activities – This needed a targeted approach to break into an already strong but very volatile emergent MDM market. For this we chose to adopt an **Industry Pundit Strategy** and while launching at key events such as the MDM Summit we also invested in a series of Webinars and used the Podcasts to build the UK profile; all backed by PR and a very powerful web lead tracking and response facility.

Unprecedented Growth

The company growth into the various sectors and success in the different countries speaks for itself. Our role was to create, implement and monitor the UK/EMEA Marketing Plans; plans that helped break into new territories and support ongoing development in those territories. Sometimes this entailed taking proposals from the States, accepting, rejecting or adapting them to fit the EMEA market or relevant sector. But often it entailed developing market approaches from scratch that worked in the UK.

One key success not mentioned above was the establishment of both the **UK User Group** and the **Partner Forum**, both of which proved an immediate success - facilitating an excellent sharing of ideas and building camaraderie.

FBI Expertise

FBI can work either on a project by project basis or as an in-house resource. Prior to any work, each project will be budgeted, agreed and billed against the budget unless the project changes substantially. Most of our clients tend to prefer using us as a surrogate marketing department to cope with all the day-to-day requirements of building a successful organisation. Activities can include everything from developing the marketing strategy, holding and monitoring the budget, to delivering the full marketing mix. **FBI provides – full marketing support without the headcount expense**

Benefits

FBI helped grow company from 3 people in 3 years to a \$13m organisation which was sold to IBM

Established success across multiple sectors including – healthcare, local and central government, insurance, gaming, financial services and telecommunications

Grew footprint in healthcare across Europe including – UK, France, Benelux, Spain, South Africa, UAE, Scandinavia and Italy

Developed and kept pace with the constantly evolving product and market messages relevant to each sector and country

Managed local budgets and kept operational expenditure to a minimum

With FBI's help we built our 3-person UK subsidiary to a \$13m organisation with footprint in multiple sectors across UK, France, Spain, Benelux, UAE, Italy and South Africa when the whole company was purchased by IBM.

Tony Bowden VP EMEA
Initiate Systems/IBM

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