

« DREAM GENERATOR »



WE OFFER TAILORED SOLUTIONS TO CUSTOMERS IN NEED OF HELP UNDERSTANDING AND ALIGNING THEIR DIGITAL MARKETING STRATEGY.

MOBILE CUSTOMER REFERENCE IPHONE AND IPAD

THE RUNDOWN

Autodesk, Inc., is a leader in 3D design, engineering and entertainment software. Customers across the manufacturing, architecture, building, construction, and media and entertainment industries—including the last 19 Academy Award winners for Best Visual Effects—use Autodesk software.

Mobile Customer Reference for iPhone and iPad

A major challenge in enterprise customer reference programs is the difficulty equipping sales professionals with authentic customer testimonials they can use with prospects – even on-the-go.

THE GOALS

- Provide sales teams with invaluable customer testimonials and marketing assets regardless of their locations or Internet connectivity.

THE APPROACH

- Teamsize: 10 + Offshore and Nearshore Development
- Method: Agile
- Objective-C programming language

THE RESULTS

- Having these sales tools available on the iPad or iPhone makes the sales professionals more efficient and effective at engaging their contacts and sparking meaningful dialog about Autodesk solutions.



«WE TAKE LEAD GENERATION A STEP FURTHER,
TURNING CONVERSIONS INTO MEANINGFUL
CUSTOMERS.»

OUR TASKS



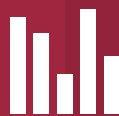
STRATEGY

- Goal analysis - use of existing technical and operational options
- Change Management
- Digital Transformation



MARKETING
OPERATIONS

- Stakeholdermanagement
- Projectmanagement (PMI and Scrum)
- Lead Management
- Offshore & Nearshore Development



ANALYSIS &
OPTIMIZATION

- Project Controlling and Optimization
- Risk Analasys and Minimization

FEATURES

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