



## **Intelligent Business Decisions helps launch a new product for Swindon software company**

When Swindon software company Decent Group wanted to launch a new product stream it turned to Chamber member Intelligent Business Decisions to devise a full marketing programme. The comprehensive package covered all aspects from business strategy to website copy and optimisation, targeted sales outreach and project management.

Penny Cox, managing director of Intelligent Business Decisions, explains, "Decent Group has proven success in bespoke software development and wanted to 'productise' some of their offers, and to build a new product range named Virtue Business Applications, focused on providing tailored business software solutions, initially for field inspections."

Intelligent Business Decisions initially worked with Decent Group through workshops to identify baseline factors such as vision and mission, the purpose of the new offer, the competitive environment, positioning, target audience, scope and key goals. A detailed project management programme then followed with launch of the Virtue Inspect element of the new product range in January 2018.

James Ducker, managing director of Decent Group, explains:

"Penny helped us when we were looking for guidance in launching a software solution to be based on many years of bespoke development. She guided us through the process of choosing the solution to concentrate on, building the right marketing plan and working with the expert practitioners on the way, such as web designers and copywriters. Her experience and connections to the many individuals involved in a marketing plan was invaluable and has led to the successful launch of Virtue."

Joining the Thames Valley Chamber in January made sound business sense for Intelligent Business Decisions, explains Penny, "We have a number of clients in the area, including Digital River in Slough and SAP in Bedfont. We specialise in marketing communications for technology and enterprise clients, in particular account-based marketing, where we bring a laser focus to targeting prospects and moving them from awareness to interest and warm leads. Our clients are generally complex businesses, driven by entrepreneurial and creative individuals."

“We've always advocated identifying a niche within the target market and then developing marketing campaigns, key messaging and follow-up specific to that segment. In our view people often don't pay enough attention to their target market and what is in their offering. This “spray and pray” approach has long been an uneconomic and inefficient way of marketing, and the advent of GDPR is another reason for organisations to invest more effort in identifying likely target customers. With our resources we can precisely identify businesses and contacts who meet specific criteria, meaning we can be very specific about the return on the marketing and pre-sales activity we carry out for clients.”

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Find out more about Virtue Inspect at [www.virtueba.co.uk](http://www.virtueba.co.uk) or call 01793 250680