The Marketing Practice

Category number: 10

Category name: Best use of customer insight

Programme initiative/name: Power to Perform

Agency: The Marketing Practice

Client: Atos

Word count: 991

B2B Marketing AWARDS 2012 FINALIST

The Great Barn, The Old Estate Yard, East Hendred, Wantage, Oxfordshire, OX12 8JY

t: +44 (0) 1235 833233 f: +44 (0) 1235 437843 e: info@themarketingpractice.com w: www.themarketingpractice.com

Company registered in England and Wales. Registration number 4505472. Registered office: The Marketing Practice, The Old Estate Yard, East Hendred, Oxfordshire, OX12 8JY

Summary

Atos was formed in 2011 following the merger of Atos Origin and Siemens IT Solutions and Services, making Atos the third largest supplier of IT solutions in Europe within the financial services sector.

The Power to Perform programme introduced Atos's enhanced capability to key prospects in the FS market and aimed to build Atos's reputation over time as well as proving the value of the programme by generating qualified sales opportunities. From the creation of FS sector messaging, through the initial selection of 69 pilot contacts to the global roll-out of an initial campaign to 200 senior decision-makers, the programme has been reliant on in-depth market insight, individual company research and prospect data mining.

Since December 2011, the programme has already resulted in 45 leads and opportunities across the campaign with great conversion rates in the UK (19%), Spain (24%) and Portugal (33%).

Finding opportunities at the right stage and having the right message and approach to each prospect, Sales has reported that the average sales cycle has been shortened by six months – from 18 months to 12 months. The teams are already reporting global pipeline opportunities within the region of 980 x the marketing investment. *[The global pipeline opportunities figure was provided to judges in the original submission but are commercially sensitive and therefore confidential]*

Word counts: **197 words**

About the Client

In July 2011, Atos Origin acquired Siemens IT Services and rebranded as Atos.

Atos is an international information technology services company with annual 2011 pro forma revenue of EUR 8.5 billion. It employs 74,000 people in 48 countries. Serving a global client base, it delivers hi-tech transactional services, consulting and technology services, systems integration and managed services. It works with clients across a range of market sectors.

Strategy

Following the merger, Atos became the third-largest financial services IT provider in Europe (from eleventh position), presenting a huge opportunity for Atos to target and serve a larger, global FS client base.

In addition to introducing the new Atos brand, the programme needed to communicate the combined strength and qualities of the new company, opening new doors to prospects who may not have known that Atos had the scale to serve them.

The programme also represented a new strategic approach to demand generation within Atos. A global campaign managed centrally and rolled out in complete alignment with local sales team, it included fully joined-up approach to building a proposition for the sector, gathering prospect intelligence, data, creative, teleservice and lead qualification.

Objectives of the campaign

The objective was to run a targeted campaign, built on profiling target financial services organisations.

- Build a strong creative proposition relevant to the target audience
- Identify and define new prospects for nurturing, aligned to Atos's business strategy and positioning as a major FS industry player
- Drive qualified leads and meetings for the sales team, ultimately leading to winning new blue-chip logos.
- Engage with senior decision-makers who control purchasing and originate projects

Target audience

Large blue-chip organisations were deemed key targets and named contacts were researched: CIO; Head of IT – Retail Banking Division; Head of IT – General Insurance Division; Head of IT – Life & Pensions Division; and any other Head of IT for other business divisions. By the end of the UK pilot data build, a total of 69 contacts had been agreed. The data was thoroughly cleaned during the pre-calling process and mailing addresses double-checked prior to the DM piece being sent.

Profiling was key. The level of individual attention in researching and understanding the target audience was fundamental to the campaign's success.

Media channels or techniques used

Data build and analysis

The significant effort in selecting the right organisations and people, followed by gathering insight to help to tailor communications to specific situations, was critical to the programme's success.

A complete picture of every organisation was created and tested against the planned DM, looking carefully at what each company was doing – its current and future situational requirements; and leveraging local behind-the-scenes knowledge and relationships.

In addition, attention was paid to interviews with organisations' senior board members in the trade or business media and any publicised plans were measured against the Atos offering.

The analysis identified only those prospects who:

- Could benefit from Atos's strengths from an organisational and strategic view
- Would react positively to the DM on a personal level, and recognise that Atos implicitly understands their business.

Careful attention was also paid to secure the contact details, names and working hours of each target's PA.

Message

Power to Perform set out to engage a senior global audience with the message that Atos is now the largest European IT services company with an enhanced ability to service and improve complex financial processes. The message aligned to the overarching 'Power of Two' corporate integration brand profile that communicated the merger of Atos and SIS, as well as the power of partnership between client and partner.



Approach

The campaign creative needed to be disruptive, memorable, intelligent and highly targeted. It was based on F1, aligned with the campaign's message and Atos's values as a high-technology sport, with success requiring an experienced and dedicated team of engineers – positioning Atos as the support crew. It also lent itself to the 'Power of Two' idea – encompassing teamwork, high-performance technology and business processes.

The main touch-point was a box containing an Atos branded remote-control car, an A3 visual of a race track and a personalised covering letter, using inputs from the initial research to pinpoint likely business needs for each target organisation.



See appendix for full illustration of the FS sector messaging within the campaign.

The DM was supported by a dynamic and responsive telemarketing campaign. A call guide was developed for callers and local sales teams, describing what insight Atos would find beneficial prior to any meeting and the probable objections the callers were likely to face.

An introductory call prior to dispatch built a relationship with the target contacts' PAs to check availability and create a feeling of anticipation.

Follow-up calls and/or personal emails were then used to ensure package receipt and to schedule a meeting with the Global Head of Financial Services at Atos. A sales meeting was then secured, with a detailed brief founded on the detailed profiling and research.

Timescales and budgets

The programme was launched in December 2011. *[The budget was provided to judges in the original submission but is commercially sensitive and therefore confidential]*

The deployment plans were phased and differed between countries, with the DM pilot targeting 69 contacts in the UK expanding to 200 senior decision-makers in 20 FS organisations across seven locations including Europe, Hong Kong and the USA.

Results

It is clear that initial investment in market analysis resulted in a compelling sector proposition and translated into the right creative approach – with conversion rates from contacts to leads of UK (19%), Spain (24%) and Portugal (33%).

The work to identify ideal prospect organisations also resulted in far greater likelihood of sales accepting and working on the resulting opportunities.

Research into specific organisations and contacts also allowed for highly personalised letters, emails and follow-up calls.

Finding opportunities at the right stage and having the right message and approach to each prospect, Sales has reported that the average sales cycle has been shortened by six months – from 18 months to 12 months. The teams are already reporting global pipeline opportunities within the region of 980 x the marketing investment. *[The global pipeline opportunities figure was provided to judges in the original submission but are commercially sensitive and therefore confidential]*

Client testimonial

“Internally, it has helped shape the relationship landscape between Sales and Marketing, ensuring that we remain aligned. It has certainly set a precedent in our global marketing departments.”
Vicky Oakham, Head Global Marketing, Financial Services, Atos

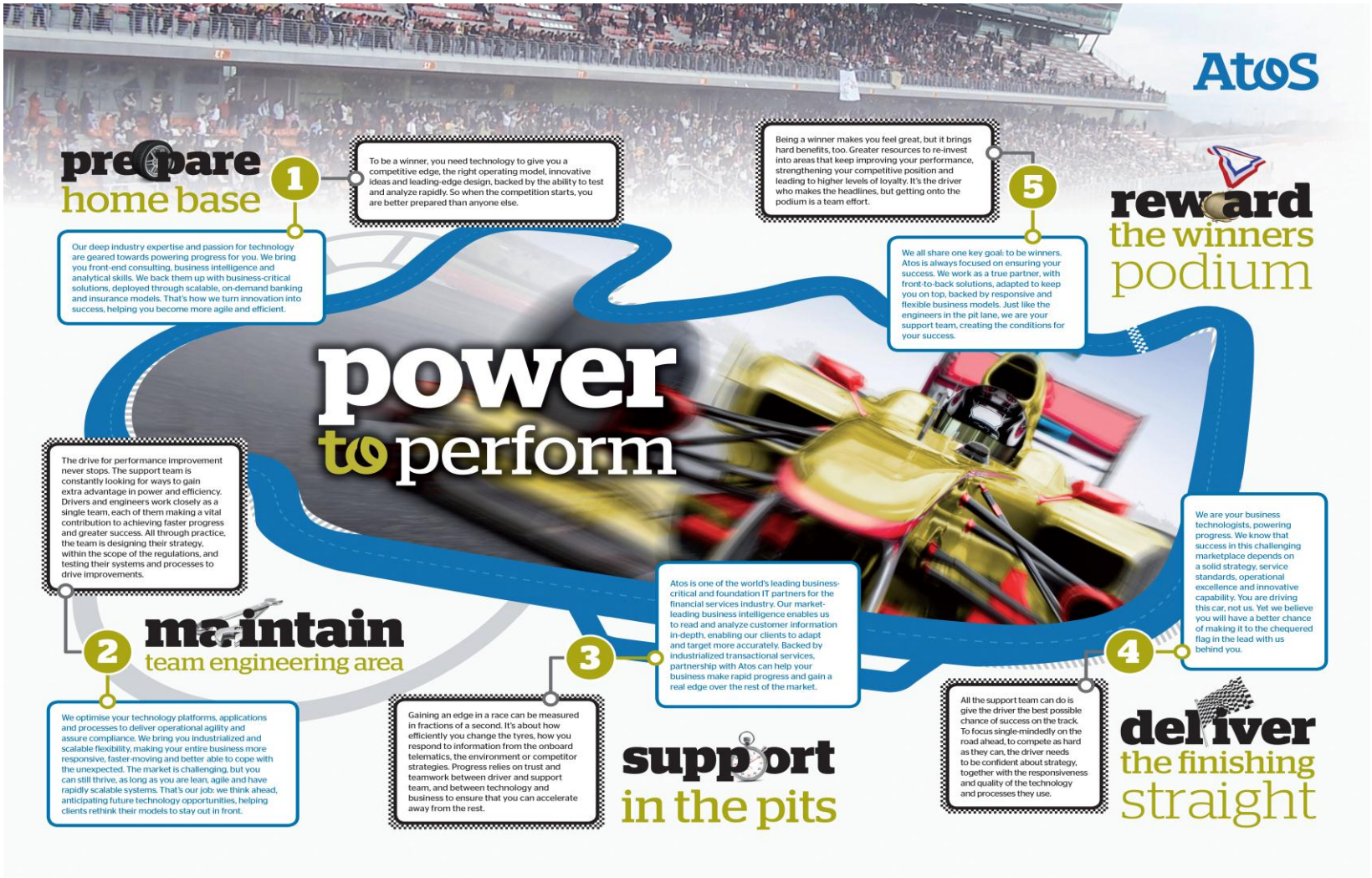
Word count – 996 words

Supporting material supplied

Supporting presentation board supplied.

Appendix

Campaign imagery on following page.


Atos
prepare
home base
1
To be a winner, you need technology to give you a competitive edge, the right operating model, innovative ideas and leading-edge design, backed by the ability to test and analyze rapidly. So when the competition starts, you are better prepared than anyone else.
Our deep industry expertise and passion for technology are geared towards powering progress for you. We bring you front-end consulting, business intelligence and analytical skills. We back them up with business-critical solutions, deployed through scalable, on-demand banking and insurance models. That's how we turn innovation into success, helping you become more agile and efficient.
power
to perform
Being a winner makes you feel great, but it brings hard benefits, too. Greater resources to re-invest into areas that keep improving your performance, strengthening your competitive position and leading to higher levels of loyalty. It's the driver who makes the headlines, but getting onto the podium is a team effort.
5
reward
the winners
podium
We all share one key goal: to be winners. Atos is always focused on ensuring your success. We work as a true partner, with front-to-back solutions, adapted to keep you on top, backed by responsive and flexible business models. Just like the engineers in the pit lane, we are your support team, creating the conditions for your success.
The drive for performance improvement never stops. The support team is constantly looking for ways to gain extra advantage in power and efficiency. Drivers and engineers work closely as a single team, each of them making a vital contribution to achieving faster progress and greater success. All through practice, the team is designing their strategy, within the scope of the regulations, and testing their systems and processes to drive improvements.
maintain
team engineering area
2
We optimise your technology platforms, applications and processes to deliver operational agility and assure compliance. We bring you industrialized and scalable flexibility, making your entire business more responsive, faster-moving and better able to cope with the unexpected. The market is challenging, but you can still thrive, as long as you are lean, agile and have rapidly scalable systems. That's our job: we think ahead, anticipating future technology opportunities, helping clients rethink their models to stay out in front.
3
Atos is one of the world's leading business-critical and foundation IT partners for the financial services industry. Our market-leading business intelligence enables us to read and analyze customer information in-depth, enabling our clients to adapt and target more accurately. Backed by industrialized transactional services, partnership with Atos can help your business make rapid progress and gain a real edge over the rest of the market.
Gaining an edge in a race can be measured in fractions of a second. It's about how efficiently you change the tyres, how you respond to information from the onboard telematics, the environment or competitor strategies. Progress relies on trust and teamwork between driver and support team, and between technology and business to ensure that you can accelerate away from the rest.
support
in the pits
4
We are your business technologists, powering progress. We know that success in this challenging marketplace depends on a solid strategy, service standards, operational excellence and innovative capability. You are driving this car, not us. Yet we believe you will have a better chance of making it to the chequered flag in the lead with us behind you.
All the support team can do is give the driver the best possible chance of success on the track. To focus single-mindedly on the road ahead, to compete as hard as they can, the driver needs to be confident about strategy, together with the responsiveness and quality of the technology and processes they use.
deliver
the finishing
straight