



CASE STUDY

Objectives

- Manage Zarion's attendance at partner User Conference
- Prepare case studies
- Create case study presentations

Why Aisling Foley Marketing

- 23 years B2B IT marketing experience - 15 in software
- International marketing experience including USA
- Financial software marketing track record

Results

- Manage event attendance including 2 presentations
- New exhibition stand and case studies
- Updated website
- Customers case studies presentation prepared for sales team's use

Zarion enables banks and insurance companies to meet business objectives with a unique combination of Business Process Consulting, Financial Services process optimisation software and support. Zarion is the only BPM solution provider that focuses exclusively on the Financial Services (banking and insurance) sector.

Aisling Foley Marketing worked with Zarion from July to December 2007 in preparation for Zarion's gold sponsorship of partner company Global 360's annual user conference – Compass, held in Florida, USA. <http://www.zarion.com/compass.htm>

Aisling Foley managed all the logistical arrangements typically associated with such a large event. She also worked with a number of different companies to create the following:

- Exhibition stand
- Case studies
- Giveaways and shirts for exhibition stand staff
- Questionnaire for prospect meetings

<http://www.zarion.com/ContactForm.pdf>



Aisling Foley also worked with a designer to create new graphics for use in sales and marketing collateral and updated Zarion's website with the new material.

After the event, Aisling Foley Marketing worked with the sales and consulting teams to prepare a complete presentation highlighting all Zarion's customers' usage of its TouchPoint2 product.

She also updated existing case studies.

- <http://www.zarion.com/MortgageStore.pdf>
- <http://www.zarion.com/IL&P.PDF>
- http://www.zarion.com/BankofIrlIns_svc.es.PDF

"We needed high quality marketing execution to support a US market entry launch event. Aisling did a fantastic job from concept to delivery and we came away from the event with an excellent sales pipeline."

Pearse Coyle, Go to Market Manager, Zarion