

METROWERKS SELECTS VISIONEDGE MARKETING TO CAPTURE INCREMENTAL REVENUE

THE SITUATION

Metrowerks develops, markets and supports CodeWarrior™ development tools for the most widely used desktop and embedded operating systems and microprocessor targets. The company was founded in 1985 in Montreal, Canada and moved its corporate headquarters to Austin, Texas ten years later. In September of 1999, Metrowerks became an independent operating subsidiary of Motorola.

Metrowerks provides tools for the following environments and platforms: Games consoles, Palm OS Platforms, Java, desktop and embedded Linux development, Macintosh and Windows desktop, and the Motorola Coldfire, MCore, PowerPC, DSP, and 8/16 microcontrollers.

In key markets, such as Games consoles, Macintosh and Palm spaces, Metrowerks holds the market leader position. In other markets, Metrowerks is currently expanding its presence. In the Java market, for example, the organization wants to expand its market share and improve its position. Over the years, Metrowerks has made considerable investments in marketing communication programs across its various markets, but given the current business climate, wanted to focus more on the metrics associated with demand generation efforts.

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THE NEED

The Metrowerks management team wanted to more tightly correlate marketing investments with results. “In some cases, our business decisions were being made intuitively,” said John Smolucha, vice president of marketing for Metrowerks. “We were looking for a more disciplined approach to lead generation and demand creation for some key products. We wanted the team to focus on developing data driven plans with an eye towards results and follow through.” In addition, besides establishing key metrics, Metrowerks wanted tools that would enable their marketing team to have more repeatable marketing processes.

THE PROCESS

Metrowerks used PowerStart™ within the VisionEdge Marketing SmartStart Services Suite for their demand creation efforts. The PowerStart product delivers a metrics-driven revenue creation plan that tightly integrates business objectives with the sales processes. The methodology behind PowerStart provided Metrowerks with a segmentation approach that would enable the team to capture incremental revenue and assess a return on investment.

VisionEdge Marketing worked very closely with the Metrowerks marketing team while designing the plans, becoming involved in the team's day-to-day operations and sharing more than a few lunches. On top of putting together an overall approach, VisionEdge Marketing also participated in several tactical elements such as helping the Metrowerks team put together a campaign for a trade show involving phone cards as an incentive to encourage traffic to their website and downloads.

Metrowerks embraced the VisionEdge Marketing trade show template and lead generation engine that is tied to a company's pipeline. "The tools were right on track with what we needed," praised John.

THE RESULTS

With the PowerStart methodology and pipeline analysis tools, VisionEdge Marketing delivered to Metrowerks a long-term demand creation methodology, a framework for launching several next generation products, and the ability to more accurately analyze return on investment.

The company had three fundamental questions:

Should they expand outside the U.S., but stay within the same industries?

Should they expand by building new applications for their current markets in the U.S.?

Should they expand by identifying new markets for existing applications?

"The Board wanted me to tell them if we were building a \$25 million company or a \$100 million company, said Shultz. "They wanted a recommendation as to where the company should invest."

“**The tools were right on track with what we needed.**”

THE DECISION

The Metrowerks team met with several firms before choosing to work with VisionEdge Marketing. "We conducted several interviews and checked references, and all the other firms we spoke with tried to convince me that they could solve our problems for us," said John. "We were more interested in working with a company that would take the approach of helping us solve our own problems."

"Our criteria went beyond whether the firm could simply do the job, it was also crucial to have a team familiar with our business and markets. We viewed the immediate project as the beginning of a long-term relationship, and asked ourselves if these were people we would enjoy working with," John added.

In addition, the templates and engines enabled the team to develop a strategy around an event.

As a result of their work with VisionEdge Marketing, Metrowerks implemented a repeatable and predictable process. "The most visible, immediate result the management team saw was a new focus on metrics-based opportunities," said David Perkins, president and CEO of Metrowerks. "We recognized the progress very quickly. Events are a key part of our mix. Planning sessions for these events are now more focused, with the team quickly presenting their strategy, objectives, and metrics. And the follow-up and results of their efforts are reported in a timely fashion."

The success of their most recent project has kicked off the start of a long-term relationship between Metrowerks and VisionEdge Marketing. The companies are now exploring bringing VisionEdge Marketing's education programs into Metrowerks to enhance the marketing team skills. According to John, "We appreciate their philosophy - instead of handing out fish and keeping a company dependent upon them, VisionEdge Marketing teaches companies how to fish so they could feed themselves."

What ultimately led Metrowerks to select VisionEdge Marketing over the other candidates was the company's focus on process and metrics.

"VisionEdge Marketing explained exactly how our companies would work together, and their approach fit well with ours," said John.

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ABOUT VISIONEDGE MARKETING

About VisionEdge Marketing
Headquartered in Austin, Texas, VisionEdge Marketing, Inc., is the leader in metrics-based marketing with an emphasis on moving and keeping clients on the highly desirable short list. The company provides complete strategic marketing services, especially in the areas of branding, positioning, market research and strategy, and product and company rollouts. SmartStart Suite™, a strategically-tactical™ service bundle, designed to build and maximize valuation, is used by clients to develop positioning, influence purchasing behavior, and drive demand. For more information, visit www.visionedgemarketing.com

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