

CASE STUDY



THINK MARKETING

Launching A New Product – Driving Company Valuation

Mitrix looks to Think Marketing to provide marketing guidance and execution

When Mitrix decided to take its product SCM Live™ to the commercial market, Think Marketing was called on to help. Through Think Marketing's consulting and marketing services, Think delivered a successful product launch, developed a robust sales pipeline and established Mitrix as the market leader. Mitrix was able to propel this marketing momentum into a \$10 million dollar investment in series "A" funding—less than one year after its commercial launch. With a limited marketing investment, Think Marketing was able to help turn what had begun as a quiet internal division of Mitsui USA into a powerful market force.

MITRIX

THINK
MARKETING



“Think Marketing’s work is outstanding. They delivered the marketing effort and programs needed to establish Mitrix as a market leader and have become a seamless part of our team.”

Ed Lewis, CEO, Mitrix, Inc.

Challenge

Mitrix, Inc. is in the business of providing next generation solutions for supply chain management. Although they were determined to have a major impact on the market place, as a new enterprise with a limited budget, they quickly realized that this was going to be a major challenge. Specifically Mitrix needed assistance on:

- Strategy & Messaging
- Marketing Communications
- Public Relations
- Website Development and SEO
- Public and Analyst Relations
- Strategic Alliance Marketing
- Channel Marketing
- Market Research
- Lead Generation
- Graphic Design

Approach

Think Marketing worked with top Mitrix executives in a series of strategy and messaging sessions to develop a working go-to-market strategy. The multi-tier strategy included a revamping of their corporate identity and brand, a new website, a robust analysts and PR outreach campaign, direct and channel marketing programs, lead generation vehicles, online marketing via key industry portal sites and SEO, sophisticated sales presentation materials, new product demos, event management, and channel and strategic alliance marketing.

Acting as Mitrix’ Marketing department, Think Marketing developed and managed the marketing budget and executed across all marketing platforms to deliver marketing deliverables within that budget.

Results

Commercial Launch: Mitrix successfully launched its product, SCM Live, to the market in June of 2005. The launch included product and company messaging, definition of target markets, new corporate branding, a new company website, and a multi-city press tour with key editors and industry analysts. The successful product launch quickly propelled Mitrix from an unknown company to a company to watch.

Market Leadership: Since the commercial launch, Think Marketing has managed and executed all of Mitrix’ marketing efforts to drive Mitrix brand recognition and to position Mitrix as the market leader in On Demand supply chain management solutions. In delivering a solid sales pipeline, Mitrix quickly closed significant customer deals as well as signed new channel and strategic alliance partnerships.

Successful Acquisition: All of this effort worked to drive an increase in brand equity and company valuation. What was once an internal division of Mitsui USA was acquired in early 2006 by an external VC for a value of \$10 million dollars.

Contact Us, We Can Help

At Think Marketing, we believe that if your marketing efforts are not propelling business growth they are a waste of your business capital. To find out how Think Marketing can help you create marketing momentum for your company, contact us at: info@thinkmktg.com