

# ITRS

Starting with a collateral refresh project, Incognate provided a range of b2b marketing services to ITRS Group. Helping the company to engage its many stakeholders has raised the company profile and supported sales growth.



CASE STUDY



incognate

## Insourced Marketing Department

ITRS specialises in helping financial institutions reduce service disruption, improve IT efficiency and ensure that critical operational processes are executed as planned, protecting clients' business reputations and trading risk. The company has offices in London, New York and Hong Kong, supporting clients worldwide including data vendors, brokers, exchanges, hedge funds and banks.

Patrick McVeigh, Marketing Director of ITRS, preferred to avoid the fixed costs of having marketing specialists and copywriters on the payroll. He liked to work on a project basis, making Incognate an ideal solution to the company's marketing and communications needs.

Incognate has undertaken a wide variety of projects for ITRS including the development of printed collateral, internal and external newsletters, content for web pages, blog production, white papers and case studies. We also provided a platform for e-newsletters and manage the design and delivery of regular communications to ITRS' clients.

**Patrick said,** "Incognate has the ability to clearly and concisely explain what the technology does, and to identify with the users. Their expertise in the high technology sector and solid understanding of what ITRS does makes them a valuable ally. Incognate uses their technological insight and written clarity, to demystify our solutions, enabling those with less technological insight to appreciate the benefits of our solutions".

Having relied upon Incognate in the past, ITRS knew exactly who to go to when they needed help with ITRS's marketing communications. As well as a bringing a strong commitment to help ITRS achieve their marketing communication objectives, Incognate are able to offer design and production capability that ITRS does not have available in-house.



### Engaging with multiple stakeholders

Incognate also supported the development of a product catalogue that gave Incognate the opportunity to engage with the ITRS product management team. By working alongside a variety of stakeholders Incognate can ensure that all views and priorities are represented in the finished publication.

**“ITRS products are quite technical”, suggests Patrick “so good examples are needed and simplification is a valuable skill. Incognate are good at that. They have copywriters who are able to describe what a technology achieves whilst avoiding technical terms”.**

### Gaining business insight

Some projects carry a degree of risk such as recreating all the ITRS collateral within the new brand guidelines. Incognate were fully involved in the re-branding process, which enabled us to gain insight into the business and make contributions to the process. We were then able to ensure the new templates made sense and fully reflected the brand guidelines and the new style, and also created a formal style guide to help to further mitigate future risk.

ITRS will continue to use Incognate indefinitely. “Now that Incognate is moving into technical writing and online help, they are making themselves more valuable a resource than ever”.





## Excellent results

Incognate has produced numerous pieces of collateral for ITRS with more in the pipeline. Several newsletters and promotional emails have been produced. The 'look and feel' of the new brand has been applied to existing collateral.

**Patrick says,** "To have generic writing staff on the payroll would be a big overhead and we would not have achieved the excellent results that Incognate achieved using their specialist writers. So using Incognate provides cost savings and gives us access to the kind of expertise which we simply couldn't afford to keep in-house."

ITRS implemented a new brand in 2010, to reflect their global growth, and their pioneering approach to developing IT solutions. Incognate has supported this growth by providing marketing communications on an as-needed basis and at a competitive price.



"The average sale requires **seven to 10** touches with the brand before a potential buyer converts into a customer".  
**(Forbes)**



"**54%** of B2B marketers find producing engaging content is a persistent challenge".  
**(CMI)**

## Services delivered:

- Case studies
- Newsletters
- Blogs
- White papers
- Strategy paper
- Solution overviews
- Corporate Brochure
- Content for web pages
- Product catalogue

If you would need to sharpen your propositions, accelerate demand generation and create thought-provoking, visually engaging content get in touch on **01844 211 690** or email **[marketing@incognate.com](mailto:marketing@incognate.com)**

**[www.incognate.co.uk](http://www.incognate.co.uk)**



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