

## User Story



### Easynet professionalizes marketing approach

Easynet found just how important an up-to-date database is in practice. “After a comparison between various databases, we chose to start working throughout all of Europe with the database from the European Market Intelligence Group (EMIG),” says Claudia Nieuwland, Global Marketing Planning Manager at Easynet Global Services. “This is kept thoroughly up to date and is really complete.”

### What marketing strategy does Easynet employ?

Easynet is a global provider of managed network, hosting and telepresence services. Within this market, Easynet is a challenger. Claudia Nieuwland: “We have a large distributed worldwide network and several large data centres at our disposal. Our marketing strategy is focused on employing up-selling and cross-selling activities with our existing clients on the one hand, and on larger prospects with several offices and international companies on the other. During the last few years we have changed our target group from the SME sector to larger international organizations with 250 employees or more. Because our target group has changed in the last few years, we have to get to know the market again. A good database is an indispensable tool for this of course.”

Computer Profile is a founding member of the European Market Intelligence Group (EMIG), a joint undertaking of local marketing database providers for the IT and telecom sectors in Europe. This offers IT manufacturers and suppliers the possibility to precisely map out the IT decision makers and have a complete overview of the IT and communications infrastructure within their chosen target group at a pan-European level. The database is provided in a consistent format via a web-based software application. Claudia Nieuwland: “We’ve already been working for years in Belgium and the Netherlands with the Computer Profile database. At the beginning of 2009 we decided to switch from several local databases to a single system, and chose the database from the EMIG. From our experience with Computer Profile it was clear that this was nearly always up to date, and that’s something that can’t be taken for granted. As we carry out direct marketing campaigns on a regular basis, we want to be really sure that we are reaching the right person: the IT Director or CIO.”

### Have you carried out an interesting marketing campaign recently?

“After making a thorough segmentation with the help of the EMIG database, we carried out a very focused and playful direct marketing campaign within Europe,” continues Claudia Nieuwland. “We mailed a ‘bio mask’ with our logo on it and the phrase ‘*You could also be protected by videoconferencing*’ – a light-hearted reference to the worldwide pandemic. Although the campaign hasn’t finished yet, thanks to the good segmentation and follow-up by sales, we have already been able to make appointments with six percent of the prospects. Our marketing organization has really been able to professionalize their way of working by deploying a uniform database covering all of Europe. We will soon be integrating our own database with that of the EMIG to gain still more insight into our market and to be able to continue looking for interesting prospects.”

### About Easynet

Easynet is an international provider of managed networks, telepresence and hosting services, with a focus on large companies worldwide. Easynet has an extensive national and international network and hosting infrastructure, and differentiates itself through excellent customer service. Easynet’s approach is based on understanding, designing and delivering customer-oriented solutions and on successful collaboration with partners. Easynet has offices in Europe, Asia and North America. Thanks to these efforts, Easynet works together with a number of major clients, such as Bridgestone, EDF, Domo, Ford Motor Company, Tele Atlas, Yakult and Hallmark. Easynet is part of the British Sky Broadcasting (BSkyB) group. For more information visit [www.easynet.com](http://www.easynet.com)