

Blaze Software

Blaze Software (formerly NeuronData) is the editor of Blaze Advisor, the world's leading business rules management system. Blaze Advisor provides companies across industries with a scalable solution that helps maximize control over high volume operational decisions and increase agility and actionability.

In 1999, Neuron Data decided to change its name to Blaze Software in order to reposition itself on the booming Internet market. Blaze Advisor became its new flag solution.

In order to promote this new image and develop its business in France and French speaking EMEA, the board decided to restructure the French operation. HNB Consulting's management team was in charge of leading the project.

Business objectives

To broadcast its new message and marketing approach, Blaze Software needed to manage 3 challenges:

Name: The change of company name meant that we could no longer benefit from the existing image and had to build a whole new one from the ground up.

Targets: Blaze Advisor had to be seen as a business solution more than a technical tool to attract interest from business decision makers. Its implementation required high level IT professionals expertise, but the benefits were more appealing to business people.

Team: This major shift in strategy required a new business development approach and a complete restructuring of the French team, with strong focus on:

- ✓ Direct marketing to support the new image and messages and generate new leads,
- ✓ High level sales approach to convey the message to decision makers, partners, journalists and analysts.
- ✓ Professional Services with high level profiles to demonstrate value and participate in sales and implementation processes.

This new approach was part of a global strategy to quickly introduce Blaze Software to the Nasdaq stock market.

Achievement of business objectives was therefore paramount.

The solution

Our business plan was designed to quickly position Blaze Software as a key player in the Internet personalisation solutions field, with 3 goals in mind:

To structure a local team with high level skills in

- ✓ Direct marketing to build a new database, prepare collaterals, organize and run marketing campaigns,
- ✓ Telesales to quickly generate qualified leads,
- ✓ Sales to establish relationships with C-level executives in the targeted organizations,
- ✓ Professional Services to support the sales effort and ensure high quality implementations.

To execute a focused marketing plan

- ✓ Lead generation through targeted direct marketing campaigns aimed at large organisations in the Finance and eCommerce sectors,
- ✓ New partnerships with system integrators and ISVs,
- ✓ Discussions with analysts to ensure market visibility,
- ✓ Press Relation to obtain articles in specialized magazines,
- ✓ Organisation and participation to conferences and breakfasts to speak directly to decision makers.
- ✓ In France and French speaking EMEA countries.

To identify and close deals

- ✓ Efficient sales approach to qualify leads,
- ✓ Focused sales effort to quickly close those with strong potential.

“Thierry Bettini defined and implemented a 2 year business plan which allowed to position the company as a key player on the market, establish Blaze Advisor as one of the leading personalisation solution, and close large deals with major corporations such as Carrefour and Winterthur.”

Ian Knight, Vice President Europe

Results

In 2 years Blaze software was considered a leader in its niche market:

- ✓ Present in analysts and experts studies and articles,
- ✓ Strong interest from fortune 100 customers; major deals signed with large corporations in the ecommerce (Carrefour) and finance / insurance sectors (Winterthur),
- ✓ Identified as a leader by system integrators (IBM partner), and analysts (articles in specialized magazines, present in white papers...).

HNB Consulting is an IT Business Development Consulting firm.

Based in the Paris region (France), our scope of action embraces EMEA, with a strong focus on French speaking countries.

Our customers are software vendors and specialized IT consulting firms.

We offer services which cover the complete sales process to help them expand and develop their businesses in EMEA.