

# Anybody out there use SAP?

## Targeted direct mail sells Triaton's B2B IT services

Maximise your SAP data centre operations

Do you really need to own your data centre infrastructure?

Have you thought about pay-as-you-go data centre services?

Would it be more efficient to outsource your data centre needs?

How do you choose a reliable SAP data centre service provider?

Triaton Asia: Your One-Stop-Shop for SAP Data Centre Services

Tame the Tempest...

With Triaton Asia as your SAP data centre partner, you will save money on your infrastructure and personnel costs, while enjoying state-of-the-art technology and seamless operational efficiency.

...Outsource to the Experts

Hardware	Provisioning, installation and development services Design and data protection Hardware upgrade every three years
Network	Connection set up and monitoring LAN networking Internet access
Data centre administration	System monitoring System backup Security, reliability and data performance and tuning Error correction User administration Physical security Service level agreements (SLAs) and maintenance contracts
On-site help desk	Multi-lingual staff 24x7 call management Desktop applications SAP applications

### Triaton Asia

Comprehensive SAP solutions: genuine one-stop shopping

#### Plan-Build-Run-Improve

Triaton Asia has extensive experience in SAP R/3 systems, from consultation (planning) to installation of applications and infrastructure (build), through daily operations (run), and ensuring optimal performance (improve). From its Singapore-based business hub, supporting the Asia-Pacific region, Triaton Asia can offer 24x7 leading-edge data centre operations, desktop services and help desk support.

#### The Business Process

Triaton Asia's mission as "The Business Process" is to deliver world-class integrated IT solutions to enterprises in highly technical industries, leveraging our in-depth business process knowledge and SAP expertise.

Triaton Asia has more than 25 years of experience running data centres, and can offer a broad range of SAP data centre services, tailored to meet your individual needs at lower costs and with greater benefits.

#### Information and Consultation Request

Triaton Asia is offering you a FREE CONSULTATION in the next 60 days to receive your current SAP data centre operations. See how you might benefit from improved economics of scale and operational efficiency with Triaton Asia's SAP data centre services.

Please send me more information

Please contact me by ☐ FREE CONSULTATION

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

You have been exclusively selected to receive Triaton Asia's FREE CONSULTATION to review your SAP data centre operations!

#### Triaton Asia's Expertise:

- SAP data centre outsourcing
- SAP R/3 consulting and implementation
- SAP ERP and Business Unit
- SAP Consulting/Implementation
- SAP Support/Operations
- SAP Upgrade/Relocation
- SAP Integration
- SAP Migration
- SAP Integration
- SAP Integration

Comprehensive SAP solutions: genuine one-stop shopping

BY CINDY PAYNE

Asia Pacific Connections' track record of designing and implementing integrated services recently attracted Triaton Asia to engage our services for a branding and lead generation campaign in the region.

The campaign was multi-dimensional. Our overall brief was to develop the Triaton brand in Asia in keeping with the look and feel of the German parent company. Though Triaton is well-known in Europe as a leading IT services provider, focussed on SAP Enterprise Resource Planning (ERP) applications, the company was new to Asia Pacific and had virtually no brand recognition in the region.

The campaign would prove to be especially challenging since Triaton Asia's target user base is very narrow — enterprises using SAP ERP platforms. Since SAP does not release its customer lists to its solutions providers, and there is no SAP User Group in the region, we had to first help Triaton Asia identify which enterprises were employing SAP applications. Those companies would be the most likely candidates to benefit from the company's related services and would, therefore, be our target audience.

To simplify matters, we decided to initially focus our efforts on identifying SAP users in Singapore. Since ERP installations are generally used in large enterprises, we utilised our database of Singapore's largest-revenue generating companies. This database is updated annually so it did not



have to be scrubbed, and it contained the C-level contacts at each company.

Through an in-house telemarketing campaign, we contacted the CIO/MIS/IT managers of all these organisations and identified which companies were using ERP software platforms. Within this group,

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we queried the precise ERP system each company was using so that we would know not only who was using SAP — and would therefore be a likely prospect for Triaton Asia — but also who had installed a competitor's platform. This information would prove to be extremely useful for the company's sales team in mapping a competitive ERP landscape in Singapore.

We then designed a direct mail piece targeted specifically

at the CIO/MIS/IT managers within these enterprises. This group comprises the decision makers who are knowledgeable about the company's data centre systems and operations, and would be part of any team to make decisions about what IT activities would get outsourced and to whom.

The A5-sized direct mail piece opened with the header "Maximise Your SAP Data Centre Operations" and highlighted the benefits of data centre outsourcing. It introduced Triaton Asia and its full range of IT services, positioning the company as "Your One-Stop-Shop for SAP Data Centre Services". The call-to-action was to schedule a "Free Consultation" with Triaton Asia within 60 days. The DM was visually appealing, which created strong branding and definitive positioning for the company with its target audience.

This integrated marketing campaign was very successful for Triaton Asia on a variety of levels. It created a knowledge base for Triaton Asia's sales force to understand which companies were already using SAP software, and which companies were using competitive platforms. The integrated campaign provided multiple touch points with each prospect to begin to build Triaton Asia's brand and establish the company's unique positioning. And the DM's call-to-action worked, allowing Triaton Asia's sales team to make appointments with pre-qualified prospects. Finally, since we were able to provide Triaton with a tailored, comprehensive database of SAP users in Singapore, it was easy for the company's sales force to follow up with those prospects that did not respond to the DM's call-to-action and see if they could open the door, further introducing its SAP-related services.

Cindy Payne is the Managing Director of marketing services company Asia-Pacific Connections.

## THE MAIL

**Objective** To create awareness of Triaton as a leading IT services provider focussed on SAP Enterprise Resource Planning (ERP) applications amongst CIO/MIS/IT managers in medium & large organisations in the Asia Pacific region, starting with Singapore.

**Approach** A direct mailer highlighting the benefits of data centre outsourcing and introducing Triaton Asia and its suite of IT services, positioning the company as 'Your One-Stop-Shop for SAP Data Centre Services'.

**Result** A 'Free Consultation with Triaton Asia within 60 days' call-to-action saw the company's sales team make a number of appointments to meet with pre-qualified potential customers.