

Progress® Business Empowerment Success Story

What KCS is saying about Progress Business Empowerment

“Progress® Business Empowerment has helped all areas of our business. The most powerful impact is the opportunity to step away from day-to-day business and refocus, to examine new ideas, and new opportunities. It’s had an impact on both our commercial and product visions and will help us achieve our growth objectives.”

Alan Snell, President KCS plc

Partner Profile: KCS plc

KCS plc provides a range of software and service solutions, from Personnel, Payroll, Time & Attendance, and integrated Human Resources software, to outsource services for Payroll Bureau, HR Managed Services and ASP Internet delivery. Total HR solution providers, KCS has a 30 year track record of excellence and is one of our most successful partners in the world.

After attending the Executive Planning Workshop in the UK, one of our Business Empowerment programs focused in the area of *Business Planning and Development*, KCS decided to expand into a new territory — the Irish marketplace. Alan Snell explains, “We’d never really considered expanding into Ireland, but after the Business Empowerment program, it seems like a no brainer.” With support from Progress and a leading local marketing organization, KCS has identified 18 target industry sectors in the Irish market and co-developed a comprehensive *Demand Generation* program to increase market awareness and interest.

This program has three distinct phases; all designed to dramatically affect KCS’s new market development. The program includes direct mail and telesales, as well as additional lead generation activities focused in the following audiences: IT, HR, and Payroll.

Specific business objectives for the program include:

- To build a pipeline of 100 Leads for FY’02/03 by focusing on NEW market development activities in the Irish marketplace
- To close 15 new projects in the following 4-7 months
- Increase market share in Ireland and Channel Islands of UK by 100%
- Recruit channel partners in Ireland and Channel Islands of UK

A pilot lead and demand generation project, focusing on three industry sectors, took place in May 2002, with 45% of prospects identified expressing interest in KCS solutions, primarily within the next 12 months. “We are very keen to see the results of this program and anticipate strong results,” said Alan Snell.

By leveraging Progress Business Empowerment, KCS has clearly articulated their business goals and developed a well defined marketing plan that will assist them in achieving their goals to increase lead and inquiry generation by 100% and increase new sales revenue by 9% in KCS’ financial year 2002/03.

In the Words of, KCS plc:

“Business Empowerment has given us the opportunity to connect with the Progress end-user community. We have already had some early wins — within a month we closed new business, and our normal sales cycle is at least three months, so this is accelerating our growth.”

“This initiative has strengthened our relationship with Progress, and now it is truly more of a partnership.”

“We’ve identified the right target markets, the right titles, and will get better results because of it.”

“By having the opportunity to collaborate with our peers, we have begun to develop new business relationships and have already received several promising leads from other Progress partners.”