

# OnWindows client case study

## Manufacturing technology specialist strengthens customer and partner relationships with advertising role in Microsoft magazine

Predisys specialises in developing Web centric manufacturing business intelligence and statistical process control technology, extending the capabilities of the Microsoft platform into manufacturing environments.

The company's vision is to bridge the gaps in the product life cycle, create a global visibility over supply chain operations and enable design and engineering collaboration for faster product launches.

Predisys first engaged with *Prime* in Autumn 2007 as part of a considered marketing strategy. "We have a limited marketing budget, and we decided to focus on a few well-chosen channels instead of investing a lot of money in multiple channels," says Ari Pihlajavesi, president and CEO of Predisys. "We were introduced to *Prime* magazine through Microsoft, and we saw it at events we were visiting in Europe. It is a professional-looking publication, and includes a lot of customer viewpoints."

Engaging with *Prime* has enabled Predisys to reach its target audience and strengthen its alignment with Microsoft. "*Prime* was already being delivered to our target audience, so we decided to focus on this magazine, enabling us to avoid a lot of advertising across multiple publications. Our long-term strategy is to align our marketing and sales force with Microsoft, and *Prime* gives us a significant means of doing that," says Pihlajavesi.

"We noticed an immediate rise in traffic to our Web site," adds Pihlajavesi. "We track Web site traffic from around the world, and on the day that *Prime* was published, we noticed that it created a lot of interest in the site. Among the visitors were companies that I think would have been difficult to reach otherwise. Big multinational potential customers were among them, and we believe that *Prime* was a key contributor to bringing them to the site."

Predisys has also found the magazine useful in strengthening customer relations

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Ari Pihlajavesi  
President and CEO, Predisys

and sales and marketing efforts. "We've sent *Prime* to existing customers and got feedback from them, and helping to build our credibility there," says Pihlajavesi. "Our company is still growing, and our coverage in *Prime* gives customers an indication that we'll still be around in five or ten years' time."



### CLIENT

Predisys

### SECTOR

Manufacturing

### BRIEF

Predisys wanted to advertise and promote its Web centric manufacturing BI software solution to a wide audience of business decision makers in the manufacturing industry.

### DESCRIPTION

Predisys develops Web centric manufacturing business intelligence and statistical process control technology.



The company has also used *Prime* successfully in new customer negotiations, says Pihlajavesi: "It's good to have the magazine to give to prospective clients when they're working on an investment request or putting a proposal in front of management. They can use it as a tool to present evidence of what we can deliver. Our editorial coverage in *Prime* has allowed us to focus on that topic."

The quality of the editorial in *Prime*, addressing key industry issues, makes it a stimulating publication to engage with. "We were grateful for the invitation to contribute editorial to the magazine," says Pihlajavesi. "The content of the publication is consistently top quality and we wanted to deliver material that would stand up alongside other viewpoint pieces. We were delighted with the process of working with the Tudor Rose team to shape our thoughts

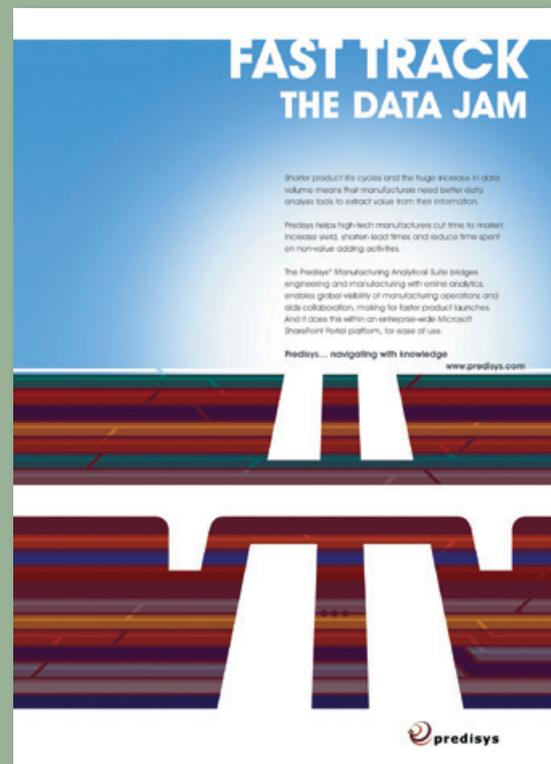
and observations on the industry into a clear compelling article."

Pihlajavesi says that Predisys' alignment with Microsoft, expressed through *Prime*, is key to its success: "Our customers are moving ahead with Microsoft platforms, and when they see us as a key partner working at the front end of utilising Microsoft technologies, that gives us a pretty good edge. We're clearly presenting an image of ourselves to customers as a key Microsoft partner on a global scale. *Prime* has been noticed by several of our partner companies, and has prompted some good discussions with them, and Microsoft has given us a lot of attention since we've been involved. We've had a lot of visitors from Microsoft to our Web site, as well as direct contact with Microsoft as a result of the magazine, and that's exactly what we're looking for."

[www.predisys.com](http://www.predisys.com)

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For more information on promoting your business in Microsoft customer magazines or to find out how Tudor Rose can help you to market your business, please contact Toby Ingleton, director: [toby.ingleton@tudor-rose.co.uk](mailto:toby.ingleton@tudor-rose.co.uk)

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