

Gold Partner gets closer to Microsoft with Tudor Rose

Program Framework is an established Microsoft Gold Certified Partner specialising in project and portfolio management and business insight. The company's experts have a wealth of business and technical experience across all industries, enabling it to deliver consistent planning processes as well as the installation, configuration and training required for successful technology deployments. Program Framework prides itself on building a close working relationship with its clients to understand the company culture and enable a step-by-step approach to managing change and support.

Program Framework began its involvement with Tudor Rose in 2007, with the relationship going from strength to strength ever since. The company first engaged with the Finance on Windows title when it was involved in running a financial services event in partnership with Microsoft. Program Framework contributed advertising for the event, as well as editorial material for a story on a partnership with UK insurance provider Norwich Union.

"As marketing manager, I had known Tudor Rose publications from the inception of its business and perceived that it had good traction with the Microsoft business managers at a high level, both in EMEA and the USA," says Christine Stone of Program Framework. "Therefore I was certain that the company's knowledge of the Microsoft culture and the current campaigns and strategies would be well informed."

This leverage with Microsoft is a major pull for any company looking to become involved with the Tudor Rose titles. Finance on Windows, RetailSpeak and Prime are informative and respected publications that provide an effective opportunity for companies to go to market alongside Microsoft and promote their solutions and services within the three key vertical industries.

Tudor Rose's role in all this is to help clients take advantage of the

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great opportunities afforded by the magazines. "Our account manager at Tudor Rose is very knowledgeable about the publications, both print and online," confirms Stone. "He has always provided a professional service in advising on what opportunities are available, with a certain creative flair for getting the best value for the available budget. It is an intelligent approach rather than a sales push approach that helps us tailor the editorial and advertising mix to our best advantage."



CLIENT

Program Framework

SECTOR

Financial services and manufacturing

BRIEF

As a well-established Gold Partner, Program Framework wanted to extend its dialogue with Microsoft, while generating a tangible ROI through sophisticated editorial contributions and advertising.

DESCRIPTION

Program Framework specialises in project and portfolio management and business insight. Its experts have business and technical experience across all industries, enabling Program Framework to deliver consistent planning processes as well as the technical installation, configuration and training needed for technology deployments.



This integrity of approach extends to all members of the Tudor Rose production team. All elements of the production process, from initial concept, through the editorial process and on to the design studio are dealt with by experienced, highly professional personnel, with a genuine interest in producing the very best product they can.

"I was impressed by the editorial quality and the fast turnaround of the Tudor Rose design team, which exceeded expectations," says Stone. "The team are professional and always seem interested in what we are doing, helping us to leverage the best possible ROI for our investment. Everyone I have dealt with at Tudor Rose is polite, calm and pleasant on the telephone, even when we are up against deadlines."

While the Microsoft involvement in the magazines lends them great strength, it is important to remember that Tudor Rose is independent of Microsoft, and thus the editorial team is able to give partners a chance to expand the content beyond wholly 'Microsoft-centric' subjects and toward the partner's own area of expertise.

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On one occasion Program Framework even decided to use an independent journalist specialising in financial services to give a truly objective viewpoint to its editorial contribution. "This was readily accepted by Tudor Rose, which has a flexible approach to our ideas," says Stone. "The staff do listen to what the customer wants."

Indeed, so impressed was Program Framework with Tudor Rose's professionalism, along with the Microsoft clout the magazines carried, that it extended its participation to the manufacturing title Prime, as well becoming involved with the company's industry Web site OnWindows.com.

"We are currently involved in launching a new product, which is built on a Microsoft platform, aimed at large plant maintenance," explains Stone. "Prime magazine editorial coverage and the online exposure offered by OnWindows.com – such as banner adverts, links to our Web site and video testimonials – provides a range of media opportunities for exposure of the Program Framework products."

In this way Tudor Rose can provide a diverse range of tone-perfect, on-message content that companies such as Program Framework find genuinely valuable. Magazine advertising typically delivers a return on investment that can be measured through lead generation, brand awareness, competitive advantage and customer loyalty. Program Framework was influenced by all these factors, but had some specific reasons for becoming involved with Tudor Rose.

"We have certainly used the editorial coverage to our best advantage, even circulating it six months later in an editorial round-up newsletter to our customer database, with good hit results," says Stone. "However, in particular, the Tudor Rose publications give a Microsoft perspective which is important to us as a well established Microsoft Gold Partner. We are interested in having a dialogue with Microsoft and certainly any coverage is circulated by us to our existing Microsoft contacts. This provides a valuable three-way partnership."

www.programframework.com

The image shows two magazine covers. The left cover is for 'prime' magazine, with the tagline 'innovation in manufacturing and resources'. It features a large image of industrial machinery and a section titled 'GREAT INGREDIENTS' with a photo of a man. The right cover is for 'Capital Asset Maintenance Streamliner', powered by Microsoft. It features a large image of an industrial plant and an offshore oil rig. The cover text includes: 'The Program Framework Capital Asset Maintenance Streamliner enables organisations to easily schedule, resource, track and report on complex planned and reactive maintenance activities on large capital assets.' and 'The Capital Asset Maintenance Streamliner enables organisations to: • Effectively schedule complex maintenance activities across multiple assets • Identify resource constraints and maximise utilisation of key resources • Track completion of activities and rapidly re-schedule ongoing work • Dynamically report on key metrics such as progress, upcoming work, backlog and risks.'

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

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