

# CASE STUDY

EXECUTIVE

ROUNDTABLES

& BESPOKE

APPOINTMENT

SETTING

## EXECUTIVE SUMMARY

Working with our strategic partner, Agile Data Warehouse Solutions (ADWS), we delivered 2 executive round table events and a series of exclusive qualified appointments with senior stakeholder from within the ADWS target account lists. These activities resulted in winning new clients and the opportunity to develop and roll out a brand-new product range which has totally transformed the business.

## ABOUT

Agile Data Warehouse Solutions are an Austrian company who specialise in Business Intelligence, their team are experts in data integration and visualisations. They significantly reduce the time it takes to create and maintain Business Intelligence.

## THE CHALLENGE

When launching into the UK they needed to build their brand from scratch, gain exposure to the right people in the right companies, position themselves firmly as a thought leader in their field and start winning business.

## OUR SOLUTION

We designed and executed a series of Thought Leader Roundtables focused around how to design and implement data analysis projects in order for organisations to become empowered to make strategic and informed decisions using their existing data. Using our position within the market place (a neutral & trusted facilitator) we engaged with CIO's, CTO's, IT Directors and Heads of Technology from enterprise level organisations to identify those who had a current interest in the subject matter and who were available to join us to share their challenges and experiences.

In addition, we delivered an appointments campaign. The aim was to identify senior IT stakeholders within organisations with 1000+ employees that had a data requirement (analysis, processing, reporting) and book one-hour appointments in their offices to discuss the challenge in more depth. This campaign was designed around the ADWS CEO's time in the UK; we would typically book 4/5 appointments over a 2/3 day period. One of the Joseph & Co team supported the CEO with travel & accommodation requirements and ensure the smooth running of the itinerary.

## RESULTS

The strategy we implemented for ADWS allowed them to build a presence within a crowded market, to spend time with people from companies where they could really make a difference and actually build lasting relationships in order to grow their business. We also made a speculative introduction to a CIO from a world leading Executive Search firm which resulted in the emergence of a whole new product range, a complete new and unexpected chapter in the Agile Data Warehouse Solutions journey.



As an Austrian based company, we found it extremely difficult to connect to the right people in the UK when we tried to establish our business in the UK a couple years ago. Joseph & Co enabled us to establish a significant client base and connected us with the right people for successful business growth. The team's enthusiasm and support empowered us to be known as the experts in our field. Their skills in organising meetings and events is extraordinary!

Andreas Schindler, CEO,  
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