



Case Study: How improved market focus supports change and helps companies meet sales targets



The client

Halian Ltd is a specialist IT services company focused on delivering creative IT solutions that enable clients to achieve their corporate vision. Halian works in the financial services, telecommunications and media sectors across the UK, Europe and the USA supporting Oracle, Sun and Microsoft technologies.

The challenge

When John Carney was appointed Director of Sales & Marketing for Halian Ltd with responsibility for change management, he was faced with a big challenge. Halian was the result of a merger of two organisations and had two very different cultures operating side by side.

Halian had tough financial targets to meet and needed to clarify its branding and go-to-market proposition to achieve them. John knew that an external provider could give him the knowledge and skills he required to meet the challenges he faced.

"We weren't clear what we wanted to be famous for," said John.

Approach and solution

Futurecurve was invited to work with Halian on branding and market positioning including defining target markets. Through a series of workshops, associates and executives were invited to consider the target markets and market positioning, Halian logo, website content, who they were and what they were providing to whom. The workshops also gave people a chance to work together on common cultural issues. Through these workshops, Futurecurve helped Halian find answers to its issues around refocusing its markets, clarifying its products and determining what steps were needed to move from being a company largely providing resources to one providing services.

Results and benefits

The work Futurecurve undertook has provided clear benefits to Halian.

"Futurecurve worked with us to help build our business development process with the objective of further growing our business. Since engaging with them, we have boosted our sales pipeline by 20% and our revenues continue to grow. We are very pleased with the results and like their hands-on approach."

"We have a new logo, clear branding, a good website; we know where we want to get to and we have a pretty good idea of what we need to do to get there," says John.

John adds, "We have a good relationship with Futurecurve and we continue to work with them on a range of issues."

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