



Marketing Application Working Prototype Design and Development

NeoWorks, !nGenius

THE CUSTOMER

!nGenius are a marketing consultancy specialising in delivering innovative marketing strategy at board level to large multi product, multi application corporations.

THE CHALLENGE

The !nGenius Marketing Process is a five stage meta-process encapsulating the entire marketing approach within a corporation. The process involves personnel through numerous departments and functions within the organisation, and is applicable in strategic, tactical and operational aspects of the marketing function.

!nGenius commissioned NeoWorks to produce a software tool to encapsulate their marketing process as a tool for organising and analysing the large quantities of disparate information required to inform the process.

OUR SOLUTION

NeoWorks developed the !nGenius Marketing Software Suite (IMSS) as a desktop application for the Windows platform, incorporating a number of different functions:

- **Process Visualisation:** The user interface of IMSS uses a number of custom components to visualise progress through the process and maximise the space available on a notebook computer screen.
- **Information Management:** Information is stored in an object oriented hierarchical structure allowing presentation and analyses to be customised to the type of data in a modular fashion.
- **Analysis and Presentation:** The various analyses available throughout the process provide graphical representations of their results for presentation directly from the software.
- **Reporting:** A custom reporting system allows report templates to be designed for specific purposes. Reports are generated as complete Microsoft Word documents, which can then be modified in the usual way.

SUCCESS

!nGenius use IMSS as a part of their consultancy service, and the software has been deployed at a number of corporate sites for in-house marketing activities in conjunction with !nGenius.

"We have very much appreciated NeoWorks' collaborative working style, their commitment and competence. Most pleasing has been the fact that not only are they highly skilled and knowledgeable in their own field of software development, but the personnel with whom we have interfaced have also been quickly able to learn about the subject matter of our field of application. This enabled them to interact

constructively and very fruitfully on the matching of computer science capability and marketing decision-making and management need. The results are very pleasing and the approach that NeoWorks took to negotiating commercial agreements demonstrated a full understanding of our requirements."

Ian Atkinson - Director, InGenius Limited