
INTERSYSTEMS

SYMPOSIUM 2005

Marketingová
komunikace InterSystems
pro Vás



Iveta Přidalová, Marketing

Marketing



Marketing je tak základní,
že nemůže být považován
za separátní funkci.

Je to kompletní obchodní
činnost, viděná z hlediska
jejího konečného výsledku,
z hlediska zákazníků.

Peter Drucker

InterSystems
CACHE[™]

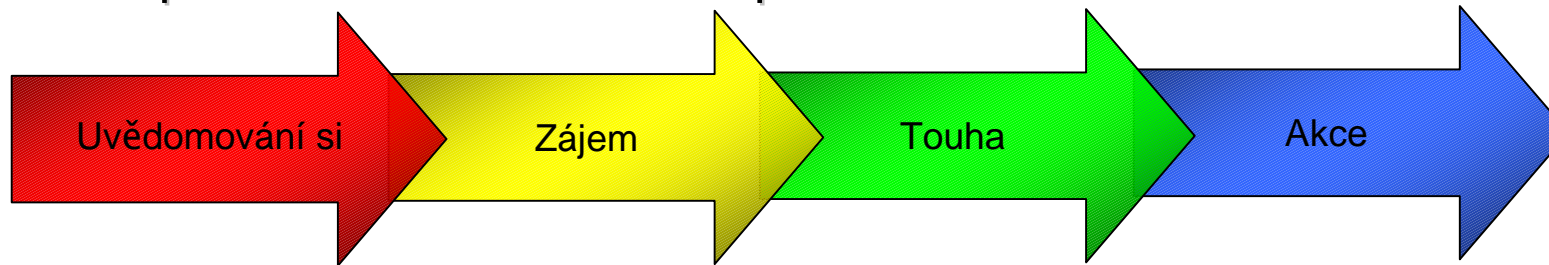
InterSystems
ENSEMBLE[™]

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Funkce a nástroje marketingové komunikace



- Komunikace musí zajistit znalost značky a znalost kvality produktu a značky
- Jak podnítit zákazníka k nákupu



- Prostředky, kterými urychlujeme rozhodování při nákupu
 - Marketingový komunikační mix
 - Reklama
 - Přímá marketingová komunikace
 - Vztahy s veřejností
 - Web
 - Marketingové materiály
 - Případové studie
 - Osobní prodej a podpora prodeje

Marketingový komunikační mix



- Nová reklamní kampaň
 - Inovace od InterSystems
- Přímá marketingová komunikace
 - Kampaň cílená do oblasti zdravotnictví
- Vztahy s veřejností
 - IDC a Gartner studie

Studie společností IDC a Gartner



IDC
Analyze the Future

VENDOR NEEDS AND STRATEGIES

InterSystems: Best-Kept Secret in the DBMS World

Carl W. Olofson

IDC OPINION

InterSystems is a successful, growing software company with interesting and innovative technology, yet it seems to be virtually unknown in the database world outside its sphere of dedicated, loyal users and partners and those seeking specific database technology characteristics that seem to be able to find only with InterSystems' flagship product Caché. The company's relative anonymity may have played a role in its success up to this point, along with:

- An iconoclastic approach to database management systems that ignores the longstanding demand for doctrinaire relational adherence
- A practical approach to database technology that favors capability over support for the *feature du jour*
- The loyalty of its devoted customer, partner, and user base
- Its willingness to continue to innovate and take risks in developing what otherwise would have been a very mature and somewhat dated technology

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InterSystems - Press Room - InterSystems Announcements - Microsoft Internet Explorer

Address: http://intersystems.com/press/2005/magicquad.html

Innovations by InterSystems

Press Room

InterSystems Ensemble Placed in Visionary Quadrant in Integration Backbone Software Magic Quadrant

Cambridge, Mass.—May 16, 2005— InterSystems Corporation today announced that the company is positioned in the Visionaries Quadrant in Gartner, Inc.'s Integration Backbone Software Magic Quadrant[®]. Gartner, Inc., headquartered in Stamford, CT, is a world leader in IT market research.

Cambridge, Mass.-based InterSystems provides innovative, high performance software products that enable rapid application development, integration and deployment for IT organizations and independent software vendors.

Ensemble is a comprehensive platform that uniquely incorporates the functionality of an integration server, application server, high performance object database and a unified development and management environment in a single, seamless product. Ensemble-based projects are being rapidly deployed in scores of organizations worldwide.

The Integration Backbone Magic Quadrant includes vendors of enterprise service buses (ESBs), integration suites and application platform suites (APSs) that incorporate functions relevant to buyers who are primarily using packages and legacy applications to automate business processes rather than building all-new applications from the ground up. "Companies use these products to implement a systematic, general purpose infrastructure for distributed applications, sometimes described as an 'enterprise nervous system,'" according to the report. "ESB backbones support service-oriented architecture (SOA) event-driven applications and various other design patterns for composite applications, real-time data synchronization and multistep business processes," the report stated.

According to Gartner, Inc., "most of the visionaries are companies with very good knowledge of customer requirements...visionaries have often been the first to bring technical innovations to the market or to implement new industry standards." Gartner defines vendors listed in the visionary quadrant as having a clear vision of market direction and are focused on preparing for that, but they can still improve in terms of optimizing service delivery.

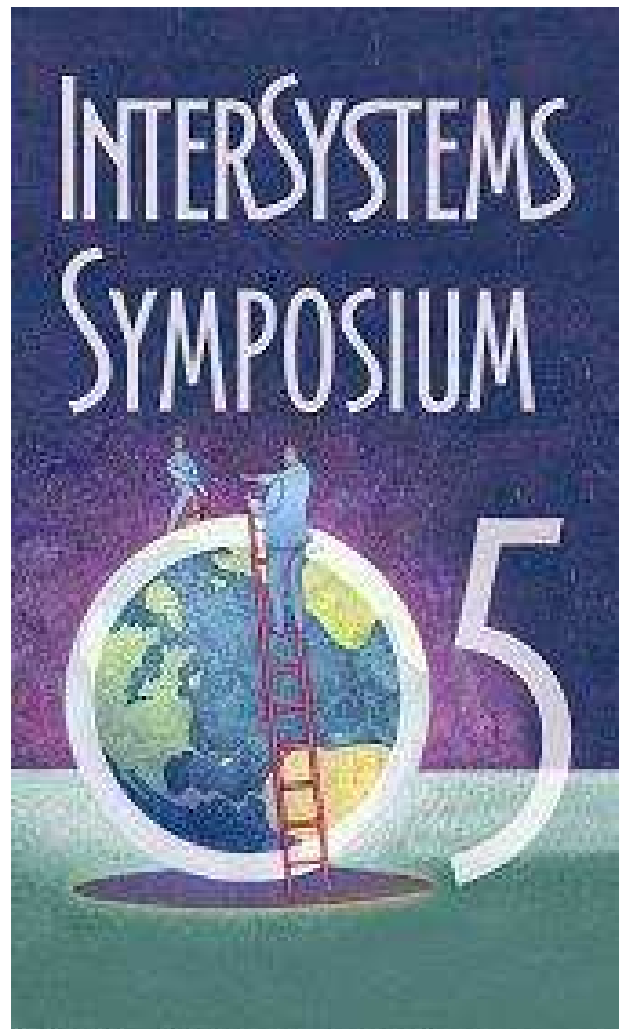
*We believe InterSystems' inclusion in the Visionary Quadrant in the Gartner, Inc.

Marketingový komunikační mix



- Web
 - Nové internetové stránky
 - Pro zdravotnictví: <http://www.intersystems.com/industry/healthcare/>
 - Pro finance: <http://www.intersystems.com/industry/financial/>
 - Žhavé novinky: <http://www.intersystems.cz/>
 - On-line katalog aplikačních partnerů:
<http://iron.intersystems.com/catalog/...>
- Marketingové materiály
 - Dílo a výkon InterSystems v českém překladu
- Případové studie
 - Audmin, Cosmotron, DIALOG MIS, IDEA, IKEM, ISIT, Eurosoft, MAMS, M-Line, NewLink, SOAS

Společně



Společná propagace
Caché a Ensemble

Děkuji za skvělou
spolupráci

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