**Intact Software – Video Collateral**

**A briefing document**

**Introduction**

Intact Software has traditionally produced our collateral in-house and have circulated this to potential customers for many years. We are committed to moving forward with a more modern approach and for the period 2014-15, to help grow our market opportunity and to lift our business performance.

One significant part of this is to create a number of video marketing messages that can be used in a wide range of marketing exercises.

Intact would like to invite a creative company to develop these videos in conjunction with us. This document discusses the preparatory work the company has done in identifying its key differentiators, as well as the values and attributes it wishes to communicate to the market.

**The company**

Intact Software is Ireland’s leading independent business applications software company. We have over 2000 customers, most of whom are in the business of moving and selling physical products. This is because of the strengths of the company in providing software and skills that work really well in the context of improving the efficiency of important business processes such as wholesaling, accounting, warehousing and trade / retailing.

The company was founded in 1992 and has 42 employees today. For many years, Intact sold and implemented its own products and we continue to do this in the Irish market. Increasingly, the company’s products are sold via software resellers who extend the sales and consulting channels that the company offers to the market. We have a number of Resellers in the UK and have recently secured a Partner in Australia who rename the product and sell it under it’s own brand it the ANZ market

**Target market**

The target of Intact’s marketing is the business decision-maker in small-to-medium enterprises, with staffing levels of around 5-100 employees. This decision-maker is usually the managing director / owner or finance director, usually male. This person is unlikely to be a technologist, but has a very good understanding of the industry in which his company operates and the business processes employed in the organisation.

Intact’s software products are particularly well-suited to companies involved in wholesaling and distributing physical products. They are likely to be builders’ merchants, electrical wholesalers, hardware stores, tile distributors, and safety wear specialists.

While the decision-maker may have come across Intact if he is based in Ireland, it is very unlikely that a UK-based decision-maker would have heard of the company.

The influences on the business decision-maker are usually business peers, auditor / accountant, bank manager and business press references. Increasingly, the Internet is used to search for business solutions or to validate information acquired from other sources.

**Background material**

During the course of the strategic review of Intact, some material was created through workshops with company staff that focused on Intact’s values and its strengths. Some of this material is listed below to provide some more texture to the company.

Here is what the staff said about the values of Intact:

* Integrity
* Comprehensive
* Controlling your business
* Complete
* Unique
* Helpful
* Dynamic
* Intelligent
* Flexible
* Understanding
* Ingenious
* Enjoyable
* Laid-back
* People care about each other
* People care about the customer
* Human touch in accounting software companies
* Honest - too honest?
* Owners understand the challenges of the business and the issues staff face
* Friendly

This is what staff felt was particularly strong about the company:

* Dedicated staff - skilled staff
* Loyal customer base
* User-friendly product
* Easy-going informal customer relationships
* In-house development of software product - can be modified to meet customer need
* Irish-owned and Irish-based
* Good geographical access to customers
* Technology to provide remote access to customers
* Personal touch - customers know the staff
* Versatile quality product
* Industry-specific markets: hardware stores / tile distributors / furniture wholesalers
* Good support from management for staff
* Keen to embrace change
* One-stop shop - more important to larger customers
* We get customer referrals
* Irish support for Irish customers
* Product flexibility
* Staff flexibility
* Large and loyal customer base
* Customer recommendations
* Staff morale is good
* Response times to customers when it comes to bug fixes and PCRs
* Good functionality in product
* Good staff
* Good management
* Customers love the product