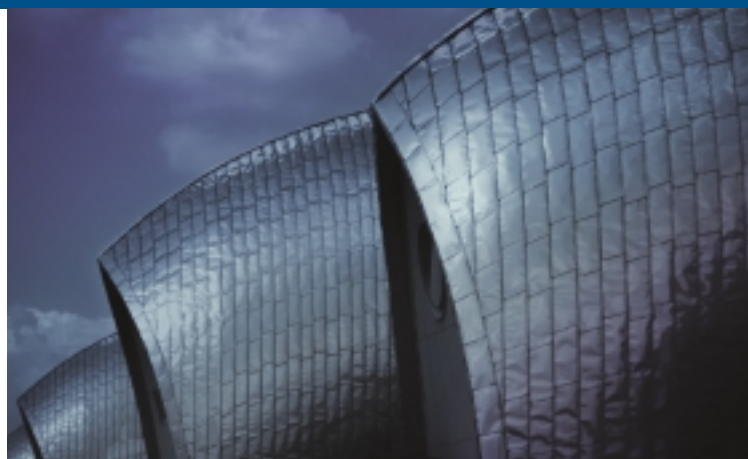




Outsourcing the marketing function



## BT appoints Anderson Baillie in Managed Services deal

Engaged on a managed services basis, Anderson Baillie were contracted for a 12 month period to manage the traditional marketing functions for the new company from strategic planning, brand development and product marketing through to all aspects of marcomms delivery.

Using Anderson Baillie's Business Growth method, the Account Team audited the current situation and market opportunity of four existing BT business units that were to come together to form the new company.

Following the initial business strategy modelling phase, the new brand 'Azure' was developed to address the requirements of customers, prospects, partners, stakeholders and internal employees.

The overall managed service was progressed via fortnightly, then monthly progress meetings, all marketing and sales activities were planned and actioned on an integrated basis.

Central to this process was the adoption of a CRM system to monitor campaign execution through to the sales process. This encompassed lead tracking within the marketing management function and sales pipeline management and forecasting.

In reviewing the best media channels to market, in light of a depressed telecoms sector, Anderson Baillie conducted two media appraisal days for publishers and exhibition and event organisers who target the telecoms revenue assurance and billing markets.

Anderson Baillie's web marketing strategy for Azure included an interactive web portal, where visitors were driven to an area of the Azure website which offered a business/market intelligence service, as well as access to an education programme to assist operators in reducing revenue leakage across their networks.

### Managed Services

Anderson Baillie Managed Services covers any combination of service including lifecycle campaign management, marketing strategy to full communications delivery.

For a full overview of our Business Growth services visit [www.andersonbaillie.com/managedservices](http://www.andersonbaillie.com/managedservices)

In selecting Anderson Baillie, Ed Prothero Sales & Marketing Director of BT Azure commented:

"We had a requirement to outsource the marketing function of the business. Whilst the concept is innovative, Anderson Baillie demonstrated their all round ability from marketing strategy to planning to implementation. We were equally impressed with their market knowledge and expertise in positioning a new solutions based company. By outsourcing the marketing function we have been able to benefit from a professional services approach to marketing. Part of our roll out strategy was to avoid the encumbrances and costs of the traditional in-house marketing function and to source a partner with the necessary skills to make them more accountable to related key business performance targets."

Andrew Baillie, Managing Director, Anderson Baillie commented

"The outsourcing of the marketing function is not a new concept for us although it is still considered by many as a function which should remain within internal boundaries. In a period where companies look to make savings yet still achieve business targets in increasingly competitive markets, the attraction of a partner that can deliver all aspects of the marketing mix on a fixed price managed services basis can prove irresistible. The increased accountability that goes with increased responsibility ensures that all efforts remain focussed on delivering results."

## Azure branding



## Azure Website



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