



A A R D M A A N

Customer case study

Airetrak: On Track for Success in Healthcare Sector



www.aardmaan.com

Airetrak: On Track for Success in Healthcare Sector

Airetrak provide asset tracking products and solutions for the Healthcare sector, providing hospitals and Trusts visibility of the key assets and resources being used across the organisation. This enables them to manage their assets in a more effective way, helping to save time and money, and allowing them to focus on improving patient care.

Airetrak wanted to ensure their UK leadership in this niche market was visible. They appointed aardmaan, experts in producing marketing content and material for high tech companies to produce a series of client case studies.



Challenge: provide evidence of work

Airetrak were keen to demonstrate their capability in the healthcare sector: provide evidence of the work they have done within the hospital environment and show how beneficial their solution is when applied in practice.

Airetrak: "Because our solution is technical and a new concept to the market, providing evidence of how hospitals use our solution helps others understand how they can use the solution and the potential benefits they can gain."

Requirement: multi-purpose case studies

Airetrak required case studies on a number of completed client projects. They wanted to be able to use the material in press releases, in customer information packs, in proposals and tenders, in presentations, and on their website. In addition, Airetrak required a case study template designed to reflect their existing branding identity.

Airetrak: *"The case studies needed to resonate with our market, be easy to read, and look good."*

Solution: end-to-end case study service

aardmaan delivered an end-to-end case study service, including client questionnaire development, interviews, content creation and template design. aardmaan interviewed all relevant client contacts and gathered information before interviewing Airetrak's customers, wrote the case study content, and worked with a local designer to produce a standard design template.

aardmaan: *"Information capture is a critical part of the process. Before we talk to Airetrak clients, we gather all the facts. The success is down to careful planning, understanding of both Airetrak and their health sector clients, and good interview skills."*

Benefits: ready-to-use sales tool

The case studies help Airetrak to demonstrate what they do, who they work for, and what their clients think about the work they do. It also helps prospects understand the relevance to their own situation, and how the asset tracking solution could benefit them. This makes it easier for Airetrak to sell a technically complex solution into the healthcare sector.

Benefits to Airetrak:

- Ready-to-use sales tool
- Relevant to Airetrak target market
- Reinforces leadership in niche market
- Enhances credibility
- Improves chance to sell

Project Quotes: a useful and powerful marketing tool

Airetrak: *"The case studies are extremely useful in helping us tell the story about what we do in the healthcare sector. It has made it a lot easier for prospects to understand how our solution can solve their asset management problems. It has also reinforced that we are a major player in the healthcare market in the UK."*

Roger Willmott - CEO, Airetrak

aardmaan: *"Case studies are one of the most powerful marketing tools high tech companies such as Airetrak can use. It speaks directly to their target market, provides evidence of what they do, and adds to their market credibility."*

Gillian Hunter - Director, aardmaan