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## Client Case Study



### Re-Position, Re-Brand, Re-Finance

#### Executive Summary

Enterprise Informatics, a leading provider of Enterprise Information Management (EIM) software, ensures that information assets are governed, secure, controlled and can be trusted – delivering relevant information in context to individuals when and where they need it and turning information into a corporate asset, not a liability. With 25 years experience, Enterprise Informatics serves industries around the globe, including government, utilities, transportation, engineering and construction.

GoToMarket played a pivotal role in taking the company private, re-naming, re-positioning and re-branding the company, which in the end resulted in the company being acquired by [Bentley Systems](#) in 2010. As an active member of the executive staff, GoToMarket served as the CMO for the company and was responsible for marketing strategy, budget and execution.

#### Situation

Spescom Software, the former name of Enterprise Informatics, engaged GoToMarket in 2007. Spescom Software at the time was public, revenues were flat, the majority shareholder was financially distressed and there was no feasible way to acquire the new capital necessary to support a growth strategy. To make matters worse, the company was wasting precious resources maintaining its public filing documents, which had become onerous due to Sarbanes-Oxley.



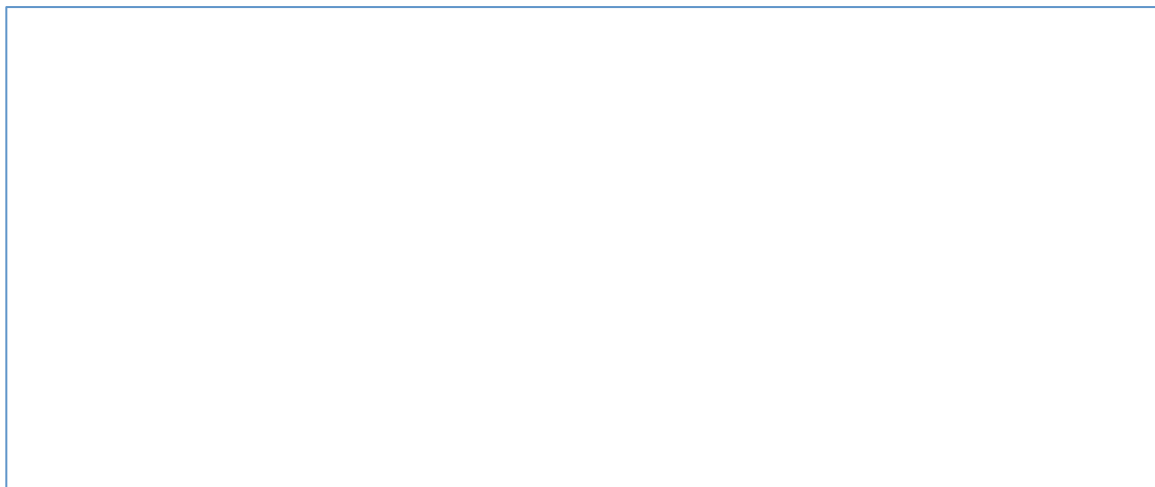
The company had a unique enterprise-class software offering and a small set of loyal customers. Marketing was non-existent and other operational functions were operating at survival levels.

The Spescom Software BOD authorized the company to engage GoToMarket to assess the company's current market position (product and competitive) and recommend a go-forward marketing strategy to support the BOD's goals (revenue attainment and/or exit).

## **Strategy**

We felt it was critical to put a new face on the enterprise and to reposition the company for a new investor. We thoroughly investigated the market and selected the Enterprise Information Management (EIM) category being championed by Gartner. Positioning the product eB (enterprise bridge) as an EIM solution and delivering on the promise of Master Data Management (MDM) for asset intensive information moved the company from the PDM/PLM space, which was very crowded and tired, to a new category with fewer competitors. We validated our positioning with Gartner and they endorsed EI within their EIM/MDM research area.

The EIM category positioning led us to the new company name Enterprise Informatics (EI). The new category allowed us to position EI with well-recognized brands (like Oracle, SAP), which effectively established the perception that EI was a tier 1 player.



We proceeded to rebrand all customer facing aspects of the company -- the website, collateral, facilities, etc.

## Securing a New Investor

Through our GoToMarket network we identified a Financial Advisory Services firm to take the lead in valuing the company and securing an investor to take the company private. We worked closely with the firm to develop a prospectus that positioned the company for growth and were successful securing a firm to buy-out the current investors and place a small capital investment in the new company to support on-going operations.

## Attracting a Buyer

The ultimate effect of the new positioning, branding and visibility of the company resulted in several buyers showing interest in the company. We successfully established the perception that Enterprise Informatics was larger, with a well-defined strategy, a large market opportunity and aligned for substantial market/revenue growth.

Approximately 1 year after taking the company private the current investors received an offer by [Bentley Systems](#). The company's technology and employees now form the foundation for Bentley's [AssetWise platform](#) serving the owner/operators in the capital facilities market.



## In Summary

GoToMarket lead the repositioning, rebranding of the company. Contributed to the development of an investment prospectus and the identification, and eventual selection of an institution to lead a round of financing to take the company private. Effectively positioned the company for acquisition by [Bentley](#), a \$500M+ software vendor.

GoToMarket was directly involved with Spescom Software/Enterprise Informatics for 3 years. Post acquisition, GoToMarket remained under contract with Bentley for 3 years assisting with strategy and positioning for Bentley's owner/operator offerings (AssetWise, eB, iRING).

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## About GoToMarket

GoToMarket LLC provides interim marketing leadership and operational marketing services to early-and-mid stage technology companies across various industry sectors: from initial funding through company launch and sustained revenue growth. GoToMarket has played an integral role in creating and establishing unique market and product positions that has resulted in win-win mergers and acquisitions and successful public companies. For more information visit [GoToMarket.com](#).