



Product Marketing Services

Your Partner from Concept to Commercialisation

Product Marketing Services

NEW PRODUCT DEVELOPMENT

Whether you are a budding entrepreneur with a great new idea or an established business seeking to drive revenue through innovation, IMS can provide a solution specifically tailored to your organisation's objectives.

Our experienced product marketers are skilled at bringing your new product ideas **from initial concept right through to market launch.**



CONCEPT
EVALUATION

FEASIBILITY
STUDY



**BUSINESS PLAN
DEVELOPMENT**



**MARKET
TESTING**



**MARKET ENTRY
STRATEGY**



**EXPORT CHANNEL
DEVELOPMENT**

**We Work With You From
Concept to Commercialisation**



IMS at a Glance

ABOUT US

Established in 2006, IMS Marketing is Ireland's only dedicated technical marketing company. We work on a nationwide basis with internationally focused companies from early stage start-ups to multinationals in the development of existing and new markets.

IMS clients share a common ambition – to develop their business domestically and internationally. Our team brings real industry experience and know-how to B2B companies across multiple sectors including medical devices, electronics, communications technology and precision engineering.

We provide specialist product marketing services which will strategically develop and tactically support your company objectives through practical, experienced and results-driven marketing programs.

Did You Know?



IMS is Ireland's only PDMA accredited marketing agency. PDMA is the global advocate for professionals and organisations working in the field of new product development, management and innovation.

INDUSTRIES WE SERVE



Medical Device



Building & Construction



Education



Electronics



Energy



Engineering



Healthcare



ICT



IT & Software



Life Sciences



Manufacturing



Agriculture

Product Innovation Services

CONCEPT EVALUATION

Concept evaluation is a crucial early stage of the new product development process which ultimately decides whether the product concept is strong enough to proceed into further and more expensive stages of development. Concept evaluation is often referred to as scoping. During this important homework stage, the IMS team focus efforts on conducting an initial investigation into the merits of your new product idea through preliminary desk based market, technical and financial assessments.



MARKET RESEARCH

Poor market understanding is a key contributor to new product failure. At IMS, we will work with you to determine what questions need to be answered in relation to your customers, clients, competitors and suppliers, early in the NPD process. Our experienced qualitative and quantitative research experts will design and execute a robust research methodology to test your market assumptions and ensure any gaps in understanding are filled before further time and resources are committed to the new product development project.





FEASIBILITY STUDY

The aim of a feasibility study is to categorically and independently answer the question “*do I have a valid product idea?*” Based on both primary and secondary research, the outcome of a feasibility study ultimately decides whether the idea progresses further into the NPD process, is killed or is delayed pending further research. An IMS designed and executed feasibility study addresses the three key areas of market, operations and technology feasibility to ensure risk is minimised before the project progresses to business planning stage.



BUSINESS PLAN DEVELOPMENT

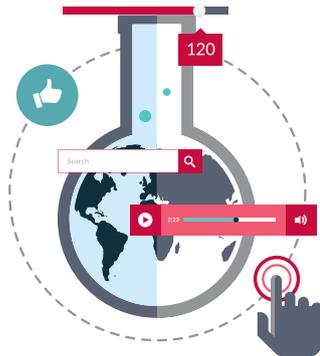
A business plan in its simplest form is a document outlining your commercialisation objectives and an action plan for their achievement. It is a crucial element of the NPD process. The IMS team have vast business planning experience through our work with clients of all sizes and stages of commercialisation. Whether you are using the business plan to secure funding via a private investor or state agency or as an internal document to simply guide business growth, we can create an effective plan to suit your individual requirements through following our disciplined and rigorous process.



Product Innovation Services

MARKET TESTING

Market testing is a process which provides insight into the probable commercial success of your new product or service and/or the effectiveness of the proposed marketing campaign. Often time-to-launch pressure is identified as the rationale for skipping this crucial stage, however, seasoned marketers will attest to the high level of valuable information which can be gained through appropriate and well executed market testing. At IMS, we have undertaken many types of market testing and pilot projects ranging from product trials, large scale test markets, small simulated selling scenarios and beta software tests. Whatever your budget, market or product type, we can work with you to design an appropriate and effective market testing program.



MARKET ENTRY STRATEGY

Core to the success of any new product or service is an appropriately targeted, well-structured and precisely executed market entry strategy. At IMS, our aim is to deliver a strategy which aligns with your organisation's overarching commercial objectives whilst paying careful consideration to budgetary constraints and return on investment. The structure of the IMS team affords you access to experts across product, brand and international marketing; each of whom will contribute to the finalised strategy document. Once agreed, our hands-on team will assist in the on-the-ground implementation of the strategy.





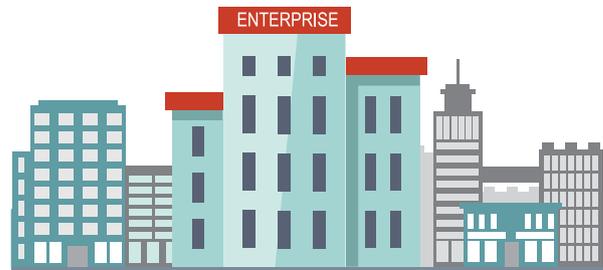
EXPORT CHANNEL DEVELOPMENT

At IMS, we work with organisations at all stages of development on the establishment, support and management of global 3rd party sales channels. These channels include distributors, wholesalers, sales agents, manufacturers' representatives, VARs, systems integrators and much more. We support companies looking to export to an international market for the first time as well as established export companies wanting to expand, more effectively support, or restructure their existing 3rd party sales channels.



FUNDING APPLICATION

Navigating the vast number of support options available to businesses of all sizes via Enterprise Ireland, Local Enterprise Offices and the seventy other state agency support bodies available can be a time consuming and daunting process for the uninitiated. The challenge of submitting a succinct, yet informative application which resonates with the reviewer requires a high level of business savvy, time and attention to detail. The IMS innovation team have an in-depth understanding of the wide variety of supports available and have secured innovation funding for several clients, from start-ups to SME's to larger businesses.



Selected Case Studies



Client: **ABK Biomedical**

Industry: **Medical Devices**

Scope of Work:

- Development of route to market strategy for a next generation medical device.
- Highly specialised international key opinion leader identification.

Result:

- IMS identified a number of target distribution partners across Europe and facilitated commercial introductions to the top 10 clinicians in the specific clinical application area in the UK and France.



Client: **U Tag**

Industry: **Smartphone Mobile Application**

Scope of Work:

- Management and execution of a high volume product trial of a mobile app to determine the level of market acceptance of the product concept.
- Development of initial branding, collateral development, product promotion, customer service support, market feedback and product validation.

Result:

Following the completion of the beta trial, the company was in a strong position to seek investors to take their technology to full market introduction.



Client: **Vasgard Medical**

Industry: **Wearable Health**

Scope of Work:

- Development of a marketing and channel development strategy for an innovative wearable health device.
- Included defining the value proposition, design of initial branded materials and end user validation.
- Strategic role in the preparation of investor-ready presentations to potential partners.

Result:

- The company is currently in discussions with a number of potential strategic investors.



Client: **Medical Exam Tutor**

Industry: **eLearning**

Scope of Work:

- Completion of a feasibility study, planning and management of a successful beta/pilot launch, development of business plan and market strategy through to eventual market introduction.
- Following successful launch, IMS worked with Medical Exam Tutor to grow its user base and engage in B2B sales opportunities internationally.

Result:

- IMS were instrumental in securing CSF Funding (€50k) from Enterprise Ireland, in the launch of the technology and in securing a number of industry awards and acquisition of over 1500 users within 3 months of product launch.



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