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Security

AIT has many years of experience working in the security sector to develop sales and marketing strategies to promote technology solutions.



Quadrant

Quadrant Security Group is one of the fastest growing independent security groups.

Project Scope

AIT was appointed to create a coherent identity and messages to enable the organisation to leverage the full capability of its separate companies and divisions.

Market research informed the deployment of comprehensive, evidence-based promotional and sales engagement tools across web and print materials.

Objectives

To position Quadrant as an innovative strategic partner distinct from competing companies known mainly for tactical installation.

To promote the Group's collective experience.

To communicate the Group's commitment to ongoing innovation and solutions that work in their entirety.



Quadrant Security Group

Quadrant Integrated Systems delivers total security and surveillance solutions from consultancy to systems design, installation and support.

Project Scope

AIT reviewed customer perception and subsequently overhauled QIS's sales engagement tools to help the company promote its proven record on complex projects.

As is often the case in an engineering environment, marketing is best received when evidence-based. QIS embraced an evidence approach across all materials, going so far as commission desk-top presenters especially developed for sector-specific presentation such as town planning and the oil and gas industry.

Objectives

To position QIS a market leader, help the company's sales engineers accelerate bid and proposal phases, increase business conversion rates by closely defining customer needs and challenges.



SSS Managed Systems

SSS Managed Services achieves major cost savings and service level improvements for multi-site retailers by negotiating and managing all aspects of security provision.

Project Scope

AIT worked with SSS to define its market potential and profile the prospect database. A series of email and mailer campaigns supported by intensively researched industry reports with a co-ordinated telephone contact programme was developed to engage new business.

Objectives

Within 12 months AIT campaigns placed SSS sales representatives in meetings with 80 prospective clients - over a third of the entire UK market.

