



Taurus helps niche software engineering brand Simbient

Simbient has over 15 years experience in writing customised software solutions for leading household names including Aussie Home Loans, Commander, ACP and Corporate Express.

As a rapidly growing company with no formal PR and marketing program, Simbient wanted a marketing partner to help refocus its brand and improve awareness of Simbient's services amongst its key target audiences.

In late 2005, Simbient selected Taurus Marketing as its marketing agency – and since then has gained an entire outsourced marketing department to help establish Simbient as one of Australia's leading niche software engineering brands.

The Taurus integrated offering and IT industry expertise are a winning combination

Before Taurus, Simbient was using a variety of marketing suppliers. Simbient Managing Director, Mike Smith, comments, "Marketing and PR were always on the 'to do' list for us, but using different suppliers meant there was a lack of brand consistency. Our target audiences weren't getting the right messages about us."

"My preference was to work with one agency with a broad range of skills – a partner which

would take the time to get to know our business. I didn't have much experience with marketing and PR, so it was important to choose an expert organisation with experience in our industry."

"The calibre and profile of Taurus clients proved that we could trust Taurus to establish and maintain a market presence for us. The Taurus team is extremely responsive. We never have to wait for them – they are always chasing us."

Mike Smith, Managing Director, Simbient

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Priority projects deliver quick wins

An immediate priority for Taurus was updating Simbient's website, which was not communicating the company's core expertise as well as it could.

"People had the impression we were a web development company. The Taurus design team took our existing brand elements and made them more clean and corporate, to ensure our website establishes the Simbient identity clearly – and people immediately understand we are a software engineering company," Mike says.

"Taurus has made our website more corporate. It emanates the right 'Simbient' vibe now and gives us immediate credibility."

Mike Smith, Managing Director, Simbient

Professional collateral reduces Simbient's sales cycle

Taurus has also helped Simbient develop a professional suite of sales collateral.

"The case studies that Taurus has written, designed and laid out, have helped us establish credibility quickly and significantly shortened our sales cycle. In situations where we once got uncertainty, now our case studies provide reassurance that we can deliver real results. They speak volumes about our experience, and the calibre of clients that we work with," comments Mike.

"Before Taurus we had no sales collateral. Now we have a great website and a set of effective brochures and case studies that help cut our typical sales cycle dramatically."

Mike Smith, Managing Director, Simbient

Taurus is an integrated agency that meets Simbient's needs

Taurus' integrated capabilities have helped Simbient create a more stable brand.

"With Taurus, we have a lot more consistency. Our website, case studies and event invitations look like each other – which is important in establishing the Simbient brand quickly," says Mike.

"The Taurus broad range of expertise means I only have to brief one supplier about our organisation, which saves effort from our end. I appreciate that Taurus identifies what we need and has the resources to provide it. Their value is that they provide a complimentary mindset to ours, coming up with ideas that we simply would never have thought of."

Taurus supports and adapts as Simbient grows

For Simbient, Taurus is an ongoing support mechanism. Mike explains, "As our business grows, we plan to use Taurus to help us ensure our value proposition is aligned with the market."

"The main benefit of Taurus is they get things moving. We rely heavily on them to drive our marketing initiatives."

Mike Smith, Managing Director, Simbient

"We're a customised software engineering company and Taurus is our customised marketing agency – there's no cookie cutter approach."

What Taurus does for Simbient:

- Public relations (PR)
- Event support
- Collateral design
- Case studies
- Testimonials
- Website

Smart Thinking... Exceptional Results

Taurus is one of Australia's fastest growing, privately owned, Marketing, Public Relations (PR) and Creative consultancies whose clients range from small-to-medium businesses to major ASX-listed corporations. Taurus offers unparalleled levels of personalised service with a practical, 'no bull' approach to executing integrated marketing communications for business to business markets. We warmly invite you to experience the Taurus way of doing business!



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