# Utility IT Model

Case Study

## The Highlights

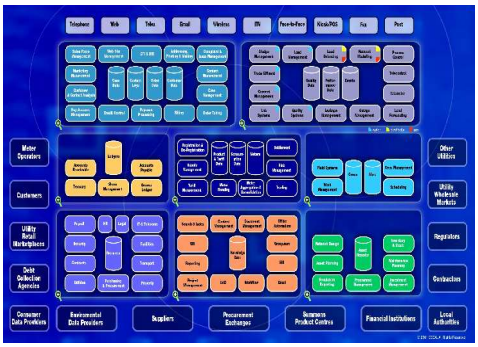
- On-line model of IT systems within utility companies
- Users can click-through to member products and services
- Generated sales leads for members
- Won new members for the client

## The Problem

Our client was a leading UK trade association, representing the interests of over 1,000 IT companies in the UK. They were looking for a more imaginative way to present their members services, beyond a simple web or paper catalogue. They also wanted to show their target sector – in this case the utility industry - that they had a good understanding of the industry.

## The Solution

We worked with the client and members of its utility special interest group to create a Utility IT Model. This provided a graphic representation of the IT systems used by a utility industry. A high level model showed 9 key IT groupings, which broke down into a second layer model of over 50 individual systems and interfaces.



An on-line version of the model allowed trade association members to links their products and services to the elements of the model. The model was also promoted off-line through magasine articles and hand-outs at major trade shows, and a direct mailing of A3 desk jotters.

## The Result

The Utility IT Model has provided a steady stream of visitors, and real leads being generated for members. It has also led to the recruitment of new members to the trade association. In fact the model has been so successful the client is considering deploying it to other industrial sectors.

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